Jasper Tu—Product Designer
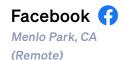
jaspertu.github.io   linkedin.com/in/jaspertu   +1 416-399-3852   jaspertu@my.yorku.ca

EXPERIENCE

Facebook
Menlo Park, CA (Remote)

Product Design Intern
Jun 2020 – Aug 2020

Led end-to-end design for a new feature on Branded Content team, helping creators convey pricing needs to brands.

- Performed competitive analyses on 10+ influencer marketplaces, which identified pain points in the current creator experience and opportunities for product strategy
- Spearheaded product strategy with UXR and PM, defining short-term solution and long-term North Star vision
- Defined a new brainstorming framework, supercharging intentional and empathetic ideation across numerous teams
- Prototyped multiple solutions for user testing, working with Designers, Content Strategists, and UX Researchers
- Collaborated with Engineers to ship out the feature
- Feature shipped on Aug. 28, 2020 and reached 75% adoption as of Nov. 17, 2020

York University Marketing
Toronto, ON

Graphic Design & Multimedia Assistant
May 2019 – Present

- Led web design projects and collaborated in a XFN team to serve 50,000 students and faculty
- Created print, digital and multimedia marketing materials according to York U brand guidelines
- Designed mock-ups, created production timelines and pitched creative concepts to stakeholders
- Juggled multiple projects simultaneously while maintaining high quality design

Ryerson U Transmedia Zone
Toronto, ON

UI/UX Design Intern
Oct 2017 – Feb 2018

- Designed and prototyped a dashboard to offer LUCID users a virtual mindfulness solution, reaching 100 weekly users
- Developed front-end interface with HTML, CSS, JavaScript alongside an engineer who coded back-end
- Created style guide, design system with 20+ components, and 100+ app screens

EDUCATION

York University & Sheridan College
Honours Bachelor of Design, Product Design focus
2018 – 2022, Honour Roll

AWARDS

First Place: Historia
Adobe & A+E Creative Jam
Feb 2020

Third Place: Playdium
Adobe & Nickelodeon Jam
Apr 2020

Honourable Mention: Historia
RGD Student Awards: Bell Media Award for Typography
Sep 2020

Michael Plexman Award for Innovation
York University Scholarship

Brazilian Ball Award
York University Scholarship

TOOLS

Sketch	Principle
Figma	After Effects
InVision	HTML & CSS
Photoshop	JavaScript
Illustrator	Framer
Origami	Adobe XD

SKILLS

User + Survey Research
User Interviews
Product Thinking
Visual Design
Interaction Design
Motion Prototyping
Usability Testing
Design Sprints