

Jasper Tu—Product Designer

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EXPERIENCE

Facebook

Menlo Park, CA
(Remote)

Product Design Intern

Jun 2020 – Aug 2020

Led end-to-end design for a new feature on the Branded Content team, helping 55K+ creators acquire quality deals.

- 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 in late August and reached 75% adoption in late November

York University Marketing

Toronto, ON

Graphic Design & Multimedia Assistant

May 2019 – Present

- Led web design projects, 2020–21 marketing campaign, and collaborated in a XFN team to serve 50K students + faculty
- Created print, digital, motion, film, 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 Research, Wireframing,
Product Thinking, Visual Design
Interaction Design, Rapid
Prototyping, Usability Testing,
Design Sprints, Mockups,
Style Guides, Information
Architecture, Motion Graphics,
Film-Making, Front-End Coding