Jasper Tu

PRODUCT DESIGNER

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EXPERIENCE

Shopify
Ottawa, ON

Product Design Intern

May 2021 – Aug 2021

- Working on the Shipping pillar to research, ideate, build, and ship elegant solutions to complex merchant problems

Facebook
Menlo Park, CA

Product Design Intern

Jun 2020 – Aug 2020

- Led end-to-end design of a new feature on the Branded Content team, helping creators acquire quality deals
- Performed competitive analyses on **5+** 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 ideation on **4+ investment theme brainstorms**
- Prototyped multiple solutions for user testing, working with Designers, Content Strategists, and UX Researchers
- Collaborated with Engineers to ship out the feature
- Reached **75% adoption** within first 3 months of shipping

York University Marketing
Toronto, ON

Graphic Design & Multimedia Assistant

May 2019 – May 2021

- Led web design projects and collaborated in a XFN team to support recruitment of **50000 new students yearly**
- Spearheaded the 2020–2021 marketing campaign, creating **700+ images & videos** in an accelerated 2 month timeframe that met all accessibility requirements for various formats
- Campaigns involved display ads, social media, search engine marketing, unique landing pages, motion graphics, and exclusive digital content for **6 regions, 18 countries**.
- Increased international student intake by **20%**

Ryerson Transmedia Zone
Toronto, ON

UI/UX Design Intern

Oct 2017 – Feb 2018

- Created **100+ screens,** a style guide, and design system with **20+ components** for LUCID, a virtual mindfulness app

EDUCATION

York University & Sheridan College

Honours Bachelor of Design
2018 – 2022, GPA: 3.8

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

Diti Katona, John Pylypczak Award
York University Scholarship

TOOLS

Sketch	Principle
Figma	Cinema 4D
Adobe CC	HTML, CSS
Origami	JavaScript

SKILLS

User Research, Wireframing, Product Thinking, Visual Design Interaction Design, Prototyping, Usability Testing, Design Sprints, Mockups, Information Architecture, Motion Graphics

References available on request