

# 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 of 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 **4+ 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 2020 and reached **75% adoption** in late November 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**
- Spearheaded the 2020–2021 marketing campaign, creating **700+ images & videos** in an accelerated 2 month timeframe that met all accessibility requirements for various formats
- Created print, digital, motion, film, and multimedia marketing materials according to York U brand guidelines
- Designed mockups, created production timelines, juggled multiple projects, and pitched concepts to stakeholders

### 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, GPA: 3.9**

## 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