

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 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, 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 mockups, 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, 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