

# JENNELLE WONG

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## SKILLS

### design

SolidWorks      Sketch / Balsamiq  
AutoDesk Inventor      Flinto / Origami  
Rhino      A/B Testing  
3D Printing      Mockups

### development

Java (Android)  
C  
HTML CSS JS

### embedded

SMT Soldering  
PCB Layout  
Cadence

## PROJECTS

### LÄRA

A self-study on designing and building a desk lamp using bent lamination.

### ANNEX

A garage monitor with a web portal to control garage doors and provides a live-stream feed.

Featured Instructable and more at:  
<http://jennellew.com/annex>

## EDUCATION

BASc - Honours  
Mechatronics Engineering  
(Co-op)

University of Waterloo  
2010-2015

## ABOUT ME

I love to build, tinker and prototype. I specialize in crafting simple, clean and thoughtful experiences for IoT and consumer products.

I'm a bit of a fixer who has worked all over the product and dev stack. In my spare time, I like to design, share and 3-D print my own knick-knacks on Thingiverse.

## EXPERIENCE

### HEAD PRODUCT UX DESIGNER + MOBILE LEAD

**Nanoleaf** | Toronto, Ontario | Feb 2017 - Present

- Designed product assembly process, prototyped patent-pending installation hardware for next-gen smart home lighting product
- Spearheaded 2.0 app redesign, raised iOS app (3. to 4.5 ★ YTD), Android app (2.8 to 3.6 ★ YTD)
- Delivered production-quality code, managed day-to-day mobile development and UI/UX duties

### ANDROID DEVELOPER (CO-OP)

**Wattpad** | Toronto, Ontario | Sept 2014 - Dec 2014

- Released new features and fixes to Wattpad's 17+ million Android users (rated 4.5 ★)
- Lead Android cross-device benchmarking, identifying areas of improvement for EOQ development roadmap
- Minimized follow-up to user-reported bugs through redesigned low-resource async logger

### SOFTWARE ENGINEER INTERN (ANDROID)

**if(we)** - formerly Tagged | San Francisco, California | Sept 2013 - Dec 2013

- Delivered EOQ revenue goal of \$500k by increasing mobile site ad exposure by 7x
- Wrote and shipped production-grade features and patches to 7+ million browser user, 1.2 million+ active Android users (rated 4.1 ★)
- Developed Tagged Tag to gamify social networking during quarterly hackathon

### MOBILE PAYMENTS SOFTWARE ENGINEER INTERN

**Visa Inc.** | Foster City, California | Jan 2013 - Apr 2013

- Identified strategies for merchant marketing in mobile payment landscape, prototyped two features for Visa payWave Mobile
- Performed usability testing and maintained quality control of prototype prior to Mobile World Congress 2013 debut
- Interfaced smartcard + NFC technologies in partnership with Samsung to accelerate global availability of mobile payment

### JR. PRODUCT MANAGER / UX DESIGNER (CO-OP)

**Communitech** | Kitchener, Ontario | May 2012 - Aug 2012

- Refined concepts for web and mobile ventures for SMEs and first-time entrepreneurs
- Established clean workflows and intuitive UX through interactive mockups
- Generated technical documentation for clients to engage investors + 3rd-party development agencies