

Jenny Wen

Product Designer jennywen.ca
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Tools

Design

Storyboarding, user interviews, design walkthroughs, A/B testing, Sketch, Adobe Creative Suite

Development

HTML, CSS, Javascript, jQuery, Backbone, Bootstrap, Jade, Stylus, LESS, git

Education

Systems Design Engineering

University of Waterloo
2012–2017

Coursework in Human Factors, Design, Programming, Algorithms, Fine Arts

Urban Planning

University of Waterloo
2010–2012

Coursework in Urban Design, Environmental Studies, Social Planning

Awards

Dean's Honours List

Spring 2013, Winter 2014

Interests

Red velvet cupcakes,
Living out of a suitcase
Oh yeah - haikus, too!

Experience

Product Designer and Engineer

 Coursera

Spring 2014, Winter 2015–Present

- Increased payment conversions by 15% through A/B testing on paid products
- Conducted user testing using design walkthroughs for research-driven iterations
- Redesigned, implemented Course Records to increase value of paid credentials
- Organized a week-long Make-a-Thon, promoting company culture at Coursera

Designer and Front-End Engineer

 rokk3rlabs

Fall 2013

- Defined product architecture of features, designed wireframes, iterated on mockups, and prototype products based on client goals and requirements
- Developed responsive front-end themes for burgeoning startup companies

Designer and Illustrator

 Startup Canada

Spring 2012–Winter 2013

- Designed original layout and illustrations for nationally-distributed Thought Book

User Experience Designer

 pplconnect

Winter 2013

- Conceptualized and prototyped UI concepts and UX flows for Android- and web-applications that simulated mobile experience on desktop
- Designed and implemented responsive company website for launch

Activities

Class Representative

 Systems Design Engineering

Fall 2012–Present

- Advocated to professors and Department Chairs for course improvements
- Fostered class culture by organizing: Coffee House, Welcome Week, spirit days

Program Lead

 Waterloo Engineering Ambassadors

Spring 2013–Present

- Established social media presence through Twitter, StudentAwards, Quora
- Piloted inaugural Google Hangout on Air to recruit prospective students