Jenny Wen

Product Designer jennywen.ca
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Tools

Design

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

Development

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

Education

Systems Design Engineering

University of Waterloo
2012-2017 (Expected)

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

Designed A/B tests for Monetization team; increased payment conversions 15%
Redesigned, implemented Course Records to increase value of paid credentials
Organized company-wide, week-long Make-a-Thon to promote culture

Designer and Front-End Engineer rokk3rlabs

Fall 2013

Defined product architecture of features, designed wireframes and mockups directly based on client goals and specifications
Developed front-end themes for webpages using HTML5, LESS CSS, Twitter Bootstrap, jQuery, Backbone

Designer and Illustrator Startup Canada

March 2012-January 2013

Designed layout and illustrations for nationally-distributed Thought Book

User Experience Designer pplconnect

Winter 2013

Led the conceptualization and prototyping of UI concepts and UX flows for Android- and web-applications
Designed and implemented responsive company website for launch

Activities

Class Representative Systems Design Engineering

2012-2014

Advocated to professors and Department Chairs for course improvements
Orchestrated inclusive class activities: Coffee House, Welcome Week, spirit days

Program Lead Waterloo Engineering Ambassadors

2013-Present

Organized and executed a cohesive online marketing and social media plan
Piiloted inaugural Google Hangout on Air to recruit incoming students