

Jessie Won

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WORK EXPERIENCE

Product Manager Intern @ Credit Karma

San Francisco, USA | May - Aug 2019

- Led an 80+ member cross-functional team to ensure launch readiness for Credit Karma Savings, which launched in Oct 2019
- Owned end-to-end development of an automated deposits feature expected to increase AUM by 60% at launch
- Defined a program to effectively use a \$20M marketing budget to increase user acquisition from 400k to 1M new accounts in Q4 2019

Product Design Intern @ PlanGrid

San Francisco, USA | Sep - Dec 2018

- Planned and led a research sprint, including numerous customer interviews, to understand email usage in construction
- Defined loading state guidelines and implemented skeleton screens across PlanGrid to decrease perceived wait time
- Designed experiences such as adding and sorting users to enable better account management and increase productivity of admin users

Software Engineer Intern @ Cognite

Oslo, Norway | Jan - Apr 2018

- Proposed and implemented an adapted Spotify Squad model to optimize productivity across R&D (~50 employees, 70% of Cognite)
- Redesigned company website to enhance recruiting efforts; tripled site traffic and increased job applicants, including 10x more intern applicants for the following term
- Transitioned team into Agile by planning and leading sprints
- Developed React features for a new app, including an OCR scanner and PDF viewer, and shipped a beta version with 30+ DAU

Software Engineer Intern @ Wizeline

Guadalajara, Mexico | May - Aug 2017

- Led a chatbot integration with Salesforce; conducted research, defined use cases, administered UX workshops, and planned roadmap
- Developed features in React for a chatbot platform as lead UI engineer which decreased chatbot production time by over 70%

Web Developer Intern @ The Tomlin Group

Waterloo, Canada | Sep - Dec 2016

- Led the design, implementation, and launch of a digital catalog which decreased product release expenses by 25%
- Redesigned graphics and catalog to better align with company vision

SKILLS

Product & Design

User Interviews • Usability Testing
A/B Testing • Data Analysis
Sketch • Figma • InVision
Illustrator • Photoshop

Software

Javascript • Python • Java • SQL
React • HTML • CSS • Git

PROJECTS

More @ jessiewon.me/portfolio

Post Cajón

Redesigned a bulky drum into a smaller, digital instrument to solve users ergonomic needs

Jobmine

Enhanced the UX of a job board through human factors analyses

Connect | 1st UW Portal Hacks

Developed a messaging widget to increase student portal usage

EDUCATION

University of Waterloo

Sep 2015 - Apr 2020

BASc Systems Design Engineering

Cognitive Science Minor

Option in Management Sciences

Chinese University of Hong Kong

Study abroad | Jan - Apr 2019

HOBBIES

Varsity Swimming | CIS All-Canadian
Dragonboat | Worlds Qualifier
Cooking • Sailing • Bouldering
Eating a lot of food