

# Jessie Won

🌐 [jessiewon.me](https://jessiewon.me)  
☎ 415 200 8321  
✉ [jessiehywon@gmail.com](mailto:jessiehywon@gmail.com)  
in [linkedin.com/in/jhywon](https://linkedin.com/in/jhywon)

## WORK EXPERIENCE

### Product Manager Intern @ Credit Karma

San Francisco, USA | May - Aug 2019

- 1 of 2 PMs on Credit Karma's new product launching in Oct 2019, leading an 80+ member cross-functional team to ensure launch readiness
- Owned end-to-end development of an automated deposits feature expected to increase AUM by 60% at launch
- Led stakeholders to define a program that would effectively utilize a \$20M marketing budget to increase user acquisition from 400k to 1M opened accounts in Q4 2019, while still converting budget to AUM

### Product Design Intern @ PlanGrid

San Francisco, USA | Sep - Dec 2018

- Planned and led a research sprint, including 7 customer interviews, to understand email usage in construction
- Defined loading state guidelines and implemented skeleton screens across PlanGrid to decrease perceived loading time
- Designed experiences such as adding and sorting users to enable better account management and increase the productivity of admins

### 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; tripled traffic and increased job applicants, including 10x more intern applicants for next term
- Transitioned team into an Agile environment by planning and leading sprints
- Developed features in React for a new app, including an OCR scanner and PDF viewer; shipped a beta version with 30+ DAU after 4 months

### 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 after 4 months, decreased chatbot production time by over 70%

### Web Developer Intern @ The Tomlin Group

Waterloo, Canada | Sep - Dec 2016

- Owned the design, implementation, and launch of a digital catalog, saving \$45 per printed display - a 25% decrease in product update expenses
- Redesigned graphics and catalog pages to better align with company vision

## SKILLS

### Product & Design

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

### Software

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

## PROJECTS

More @ [jessiewon.me/portfolio](https://jessiewon.me/portfolio)

### Post Cajón

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

### Jobmine

Enhanced the UX of a job board through human factors analyses

### Connect | 1<sup>st</sup> @ UW Portal Hacks

Developed a messaging widget to increase student portal usage

## EDUCATION

### University of Waterloo

Sep 2015 - Apr 2020

BASc Systems Design Engineering  
Minor in Cognitive Science

### Chinese University of Hong Kong

Study abroad | Jan - Apr 2019

## HOBBIES

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