Jayden Jung

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Professional Profile

Product Designer. Passionate and creative problem solver. Expert in ideating innovative solutions and rapidly iterating to produce development-ready designs. Obsessed with leveling up my work. Creates designs that truly help people.

Education

User Experience Design, Bachelor of Information   **2024**

Faculty of Information, University of Toronto

Second-entry professional program (2022 onwards)

Formerly: Cognitive Science (2020-2022)

Founded the "Notion @ U of T" Campus Ambassadorship Chapter (2023)

Bachelor of Information Entrance Scholar Award (2022)

Chancellor's Scholar Award (2021)

University of Toronto Scholar Award (2020)

Representative Courses: Designing Interactive Systems, Computational Reasoning, Integrative Approaches to Technology and Society, Introduction to Cognitive Science (Explorations of Artificial Intelligence)

Professional Experience

Product Designer   **2022 - Present**

VendorPM

- Decreased user complacency of required tasks by 11% by designing 3 product-triggered email notifications that achieved over 60% open-to-click-rate, double the previous communications'

- Increased a core user task completion rate by 8% by designing, testing, and launching a tutorial flow for new users

- Created the "Company" section using Webflow for vendorpm.com with 30,000+ monthly visitors, collecting cross-departmental requirements

- Designed the company's official brand guide and certain component assets

Head of Marketing & Digital Products   2021 - Present
Global Spark (Non-Profit partnered with Boston Consulting Group)

We encourage students to tackle social issues through experiential events.

- Created the organization's design system on Figma
- Collaborated with developers to design and build the Hacker Dashboard portal used by 2500+ hackathon applicants
- Leads and mentors a team of 15 designers, developers and marketers

Co-Founder, Head of Design   2022 - Present
Hologics (Design Agency Startup)

- Designed and delivered 10+ websites, apps, and brands for clients
- Leads and mentors a team of developers and designers

UX Designer   2021 - 2022
Sexual Violence Prevention & Support Centre (U of T)

- Initiated and led a crisis conscious redesign of the Centre's website in collaboration with a student survivor group, creating wireframes, a new information architecture, and a long-term content plan
- Doubled the number of CTAs directing users to 24/7 crisis support

Selected Projects

Search Directory for Sustainable Raw Materials   2021
RBC x U of T Innovation Challenge: Tech for a Greener Future

- Designed high fidelity mockups, facilitating the development of our functional technical prototype ([GitHub](#))
- Interviewed real small business owners to gather pain points

Booking Portal for Homeless Shelters ([Case Study](#))   2021
1st Place - Rotman Property Technology Hackathon

- Pitched project to the City of Toronto Shelter Support Administration, convincing them to audit the design of the existing intake system
- Ideated features through SWOT analysis on existing city resources

Selected Papers

Jung, J. (2022). "Media Trope Analysis of Open AI's Codex Tech Demo." *Course Essay, Information Technology in the Cultural Imagination* [[Available Here](#)]

Jung, J. (2022). "Unethical Design as a Shadow of Cognitive Science: Roots, Consequences, and Possible Solutions." *Course Essay, Introduction to Cognitive Science.* [[Available Here](#)]

Jung, J. (2022). "Recognizing and Treating the Harm done by the Design of Slot Machines, Gambling, and Related Systems." *Course Essay, Integrative Approaches to Technology and Society.* [[Available Here](#)]

Additional Experience

Court Reporter   2021
Ontario Court of Justice & Henderson Reporting Inc.

Research Intern   2020
Sustainable Initiatives and Alliances for Africa, New York

Front Desk Attendant   2019
Best Western Dorchester Hotel, BC

Skills and Qualifications

A11Y Design	Figma	Painting
Rapid Prototyping	Origami (Novice)	Animating
Wireframing	Adobe CC	Video Editing
User Interviews	Webflow	Interest in AI Tools (ChatGPT, DALL-E, Notion AI)
Usability Testing	HTML	
Product Thinking	CSS	French (Intermediate)
User Personas	ReactJS (Novice)	Korean (Fluent)
Journey Mapping	Google Suite	Rock Climbing (Certified Belayer)
Design Systems	MS Office	