

# Jason Wu

[jwu693@gatech.edu](mailto:jwu693@gatech.edu)

Product designer driven by empathy, who aims to create more efficient and effective user experiences. Adaptable learner that excels in communication, collaboration, prototyping, and has a knack for design.

[Portfolio](#)

[LinkedIn](#)

## Education

**Georgia Institute of Technology (GT)** | Bachelor of Science in Computational Media

June 2021 – Present | Atlanta, Georgia

Threads in Interaction Design and People, GPA 3.75

**Study Abroad at Georgia Tech Lorraine**

August 2021 – December 2021 | Metz, France

## Experience

**Product Manager** | Develop for Good - Lit Path

May - August 2023 / New York, NY (Remote)

- Led and managed a team of 12, overseeing a website redesign and launch from development to implementation
- Employing agile methodology, established a 16 week timeline with milestones and distributed weekly deliverables on a two week sprint basis
- Effectively communicated with the client and bridged user needs with stakeholder input in the creation of features and functionality

**UX Researcher/Designer** | Bits of Good

August 2022 - December 2022 / Atlanta, Georgia

- Redesigned the user interface and user flow for locating Georgia Tech buses
- Emphasized a sleeker design with less cluttering features using data gathered from user research and testing
- Iterated through multiple low fidelity wireframes and functional high fidelity prototypes

## Skills

### Design

User Experience Design, User Research, Affinity Mapping, Information Architecture, Ideation, Wireframing/Prototyping, User Testing

### Tools

Figma, Adobe InDesign, Adobe Illustrator, Adobe Photoshop

### Product Development

Agile, User-Centric Design, Cross-Functional Collaboration, Risk Management, Stakeholder Communication

## Leadership

**Marketing Officer** | Design Club at GT

May 2023 - Present / Atlanta, Georgia

- Compiles and distributes content relevant to UX, interaction, and visual design through a weekly newsletter to over 100 club members
- Designs and manages promotional materials such as posters, flyers, and digital graphics
- Utilizes social media platforms to promote events and reach a larger audience

**Coordination Chair** | Asian American Student Association at GT

August 2022 - Present / Atlanta, Georgia

- Creates and manages social friend circles, holding monthly events and challenges
- Records weekly meeting minutes and distributes them fellow board members
- Maintains internal affairs, club inventories, and facilitates event space bookings

## Projects

**UI/UX Designer** | GT Design x IOS Club

February - April 2023 / Atlanta, Georgia

- Designed a mobile UI for ChefGPT, an app that leverages AI to connect personalized recipes to users
- Conducted user research, synthesizing data by creating an affinity map and user personas
- Created designs focusing on simplicity and ease of use

**Designer REUQLO Self-Brand Identity** | LMC

2720 - Principles of Visual Design

October 2022 - December 2022 / Atlanta, Georgia

- Created a new brand style guide for an existing brand, shifting focus towards reusability and sustainability
- Developed new logos and adapted specific typography/color palette
- Designed website, business cards, and billboard prototypes