

# Jennifer He

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## Experience

### Loblaw Digital • Product Designer

Jan 2025 to Present • Toronto, ON

*Account Management* — Reduced onboarding time for e-commerce customers by centralizing profile management from multiple brands into one account centre.

### Loblaw Digital • Associate Product Designer

Jan to Dec 2024 • Toronto, ON

*Internal Tools* — Reduced colleague friction to efficiently and effectively manage personalized campaigns on Campaign Manager. In one year, grew the number of monthly active users.

### schoolhouse.world • Product Design Intern

May to Aug 2022 • Mountain View, CA

Led two MVP initiatives for an ed-tech startup, impacting 40K+ students globally.

Designed Classroom Tools for teachers at Khan World School from zero to one. In one year, student growth was 4x the typical national growth.

### ThinkData Works • Product Design Intern

Sep to Dec 2021 • Toronto, ON

Increased task completion rates and improved visual hierarchy by simplifying complex forms for a B2B data catalog tool.

### CIBC Digital • Web Design Intern

Jan to Apr 2019 • Toronto, ON

Wireframed, prototyped, and built public-facing webpages reaching 11M+ banking clients using a content management system.

## Education

### University of Pennsylvania

Masters in CS, Part-time

2024 to 2026 (expected)

### University of Waterloo

B.A.Sc Systems Design Engineering

*Selected Coursework* — Intro to Design, Human Factors in Design, User Centred Design Methods, Interface Design, Intro to Psychology, Intro to Cognitive Science, Cognitive Processes, Cognitive Ergonomics, Developmental Psychology

GPA — 3.8/4.0

## Skills

Design Systems, Design Tokens, Visual Design, Interaction Design, Prototyping, Systems Thinking, User Interviews, User Testing, Competitive Analysis, Wireframing, Information Architecture, Illustration

## Tools

*Interfaces* — Figma, Tokens Studio, AdobeXD, Sketch

*Code* — HTML, CSS, Javascript

*Collaboration* — FigJam, Miro, Coda, Jira