Caleb Wu

UX Designer specializing in product design and interaction implementation

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Experience

Product Design Intern, RevisionDojo (YC F24)

May 2025 - Present

Presented **20+** low and high-fidelity **Figma prototypes** in weekly stand-ups, shaping product and landing pages with executive feedback.

Product Design Intern, Metalab

January 2025 - April 2025

Worked across **4 projects** in 12-week sprints, collaborating with PMs, engineers, clients and QA to ship updates, redesign features, and enhance user experience.

Built and documented a **UI toolkit** for a white-label betting app to support client scalability and design consistency post-handoff.

Synthesized user research to design **14+ Figma screens** for a leading personal finance app, improving **onboarding accessibility** for non-financial users.

Frontend Engineer Intern, Second Savour

August 2024- Present

Spearheaded the design and development of a sustainable food e-commerce site with **Next.js** and **Tailwind CSS**, securing **$200** in first-month sales.

Led an **internal design audit**, identifying and documenting existing components while migrating consistent elements into a **component library,** reducing development time by an **estimated 30%**.

Product Designer Intern, Innota Technologies

January 2024 - April 2024

Led design of the user onboarding portal for InnotaAI's launch—an educational AI platform—serving as the sole product designer.

Conducted a **user research campaign** with 60+ participants, uncovering **5 key drop offs** in the current user onboarding.

Rebuilt B2C email system, designing and coding custom templates for 7+ use cases, leading to a **18% increase** in customer retention.

Education

Simon Fraser University

September 2022 - March 2026

Interactive Arts & Technology, BA

SFU Undergrad Entrance Scholarship

4x Hackathon Winner

Achievements

UBC NWHacks 2025
Nominee

SFU Stormhacks 2024
1st Place, Best DEI, Best Entrepreneurial App

SFU Stormhacks 2023
Runner up, Best Social App

Skills

Storytelling	Product Design
Design Systems	UX/UI
Visual Design	Prototyping
Art Direction	Web Dev

Tools

Figma	HTML/CSS
Adobe Suite	JavaScript
Spline	NextJS
Linear/Jira	ReactJS
Github	TailwindCSS