calebwu.ca linkedin.com/in/caleb-wu-/

Work Experience

Product Design Intern — RevisionDojo(YCF24)

May 2025 — Present

Led the design efforts for SAT Preparation expansion, designing gamification features using goal-based progression, shipped to over 300,000 users.

Co-authored visual language, contributing over 150+ vector drawn illustrations and 15+ animations, culminating in a company-wide brand book.

Product Design Intern — Metalab

Jan 2025 — Apr 2025

Worked cross functionally across 2 client projects with PMs, engineers and other designers to ship apps from research to development.

Built design libraries, analyzed research, and pitched features in weekly client meetings.

Frontend Engineer Intern — Second Savor

Jun 2025 — Augt 2024

Designed and developed a sustainable food e-commerce site with Next.js and Tailwind CSS, securing \$200 in first-month sales.

Education

Simon Fraser University - BBA, Design

Concentration: Interaction Design & Web Development Full Ride Scholarship | CGPA: 3.5

Leadership: President (Interactive Arts & Technology Student Union), Frontend Lead (Enactus SFU), Design Lead (Axis Consulting), Community Lead (SFU CAC)

Skills

Skills Tools

Figma, Adobe Suite, HTML/CSS, JavaScript, ReactJS, NextJS, TailwindCSS, Spline, Rive

User Research, Design Systems, UX/UI, Illustration, Motion Design, Prototyping, Wireframes, Competitive Analysis, WCAG

Awards

Sparkjam Designathon 2025 — (1st Place)
UBC NWHacks 2025 — (Award Winner)
SFU Stormhacks 2024 — (1st Place, Best DEI, Best Entrepreneurial)