

# Jesse Hoek

## Product Designer

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## Experience

### Zeitspace, UX Designer

Aug 2019 – Oct 2021 · Waterloo, ON

- Fully owned **10** projects; managed scope and client expectations
- Conducted user interviews and usability testing sessions; communicated results through insight reports and highlight reels
- Designed high fidelity prototypes with Figma, Adobe XD, and code (HTML, CSS, and JavaScript)
- Collaborated with clients, developers, and other designers to deliver products within technical and budget constraints

### Carnegie Technologies, UX Designer

Oct 2018 – Jul 2019 · Waterloo, ON

- Led project to design a native Android and iOS mobile app, collaborating closely with engineering, product, and marketing teams
- Built interactive code prototypes to visualize complex workflows and align stakeholders

### Zeitspace, UX Designer (Intern)

Sep 2017 – Apr 2018 · Waterloo, ON

- Led a client design project; created research-based personas, user scenarios, wireframes, and an interactive prototype
- Facilitated local community workshops on several topics: progressive web apps, Google Assistant voice apps, and prototyping with Framer

### Yelp, Front End Engineer (Intern)

Sep – Dec 2016 · San Francisco, CA

- Modernized the Yelp mobile site for UI consistency and maintainability
- Updated UI components in the company-wide design system
- Maintained design system documentation to support designers, engineers, and product managers across the company

### AppDirect, Front End Developer (Intern)

Jan – Apr 2016 · Montreal, QC

- Built functional prototypes and developed responsive web apps
- Improved documentation for internal tools and processes

## Education

### Bachelor of Computer Science

Human-Computer Interaction  
Option, Co-operative Program

### University of Waterloo

Sep 2013 – Aug 2018  
Waterloo, ON

## Design Skills

Interaction design

Visual design

Prototyping

User interviews

Survey design

Usability testing

User research analysis

Figma

Adobe XD

Sketch

## Development Skills

HTML, CSS

Sass

JavaScript

TypeScript

Angular

Vue.js

Git

Command line tools