CASEY WU

Senior Product Designer

Product designer with 6+ years shipping polished, end-to-end experiences for consumers and small businesses across commerce and AI-powered products. I balance craft with product thinking, drive ambiguous problems from discovery to delivery, and use research and data to iterate toward better outcomes.

BASIC INFO

- casey.wuu@gmail.com
- (647) 609 - 4916
- caseywu.ca

SKILLS

- FIGMA / FIGJAM
- DESIGN SYSTEMS
- USER RESEARCH
- CROSS-FUNCTIONAL FACILITATION
- AI-ASSISTED DESIGN & CODING

EDUCATION

MASTER OF ARTS
2018-2020

University of Toronto

BACHELOR IN PSYCHOLOGY
2009-2013

Central China Normal University

BACHELOR IN LITERATURE
2009-2013

Wuhan University

WORK EXPERIENCE

May 2025 - Now

Senior Product Designer
JOBBER - FULL TIME

- Led end-to-end design for Jobber's first AI-powered Marketing Agent — a 0→1 small business product enabling small business owners to run marketing across email, Google Business Profile, Facebook, and web from a single guided flow.
- Owned an ambiguous problem space, defining problem statements, success metrics, and interaction model through research and iteration.
- Designed the Marketing Agent's first-time experience, cutting blank-state friction and accelerating time-to-first-campaign for new users.
- Partnered with engineering, product, and AI/ML to ship production-ready flows that balance speed with craft.

July 2023 - May 2025

Lead Product Designer
WAYFAIR - FULL TIME

- Led the complete redesign of Wayfair's Inbound Order Management System, driving a 54.5% increase in operator efficiency and a 4.6/5 satisfaction score.
- Drove optimization of the design system, increasing component reuse and consistency across the team.
- Mentored junior designers on craft and process, raising team productivity and design quality.

April 2022 - May 2023

Product Designer
SHOPIFY - FULL TIME

- Partnered cross-functionally on top-of-funnel projects for Shopify Logistics, contributing to a 50% increase in new merchant acquisition through iterative experimentation.
- Contributed reusable components and interactive patterns to the Shopify marketing design system.

Aug 2020- April 2022

Product Designer
STITCH MEDIA - FREELANCE

Jun 2020 - Apr 2022

User Experience Designer
LEGISLATIVE ASSEMBLY OF ONTARIO - FULL TIME

Jan 2020 - Jun 2020

User Experience Researcher
ONTARIO DIGITAL SERVICE - FULL TIME COOP

Feb 2016 - Feb 2018

Information Architect
NETEASE - FULL TIME