

Jerry Kou · Senior Product Designer

Vancouver, BC · jerrykou.com · jerry.y.kou@gmail.com · +1 (778) 899-1213

Senior product designer using AI-native workflows to design, code, and ship. 5+ years of experience in projects that generated \$40M+ in revenue, \$1B+ peak market cap, and reached 186k+ daily concurrent users. Compressed product cycles by 50-80% through use of AI prototyping and code, nearly eliminating developer handoff time, and accelerating stakeholder alignment. Designed products that set trends and spawned multiple imitators. Early adopter of new AI tools and workflows.

EXPERIENCE

Senior Product Designer · Ex Populus (Jan 2025 - Now)

- Designed and scaled a live service, consumer gaming product that reached 1.9M daily sessions and 186k concurrent users at peak.
- Reduced time-to-value by ~60% and achieved a 47% peak feature adoption rate.
- Reduced frontend development time by 80%+ using hi-fidelity Claude Code output as handoff artifacts.
- Shortened product exploration timelines by 50%+ using AI prototypes for rapid iteration and alignment.
- Coordinated design standards for 40+ external partners, clients, and contractors to deliver consistent assets for live service campaigns.

Product Designer · Ex Populus (Mar 2022 - Jan 2025)

- Designed a first-of-its-kind, Web3 consumer product that drove \$40M+ in sales and reached a peak \$1B+ market cap.
- Reduced design handoff and frontend development time by 50%+ by building a WCAG 2.1 compliant React design system and component library.
- Designed a token staking product that reached 86% of circulating supply staked, and scored on average 8.75/10 for usability.

UX/UI Designer · Frame One Software (Apr 2021 - Mar 2022)

- Designed a first-of-its-kind, mining enterprise application that achieved significant adoption in a \$100B+ legacy, slow-moving industry.
- Designed 5+ applications across enterprise, e-commerce, health and fitness, and gaming domains.

OTHER WORK

Pitch Deck · Unlock Venture Partners (2025)

- Designed the LP pitch deck for Fund III, a \$150M VC fund for AI, space tech, and robotics.

Is the Massey Tunnel Okay? · Side Project (2019)

- Designed an app for monitoring local tunnel traffic conditions that went viral and received local news media coverage.
- Reached #1 Trending in all categories on the Google Play Store in Canada, and #17 in Travel on the iOS App Store in Canada.

SKILLS

Design & prototyping

- Product strategy, information architecture, design systems, atomic design, data visualization, responsive design, interaction & motion design, accessibility (WCAG), rapid prototyping, AI concepting & prototyping

Research & validation

- User interviews, usability testing, A/B testing, heuristic evaluation, competitive analysis, metrics & KPIs, user acceptance testing

Engineering

- Front-end development, agentic coding, design-to-code, design tokens, component libraries, end-to-end testing

Tools

- **Design:** Figma, Paper, Framer, Excalidraw
- **Visual:** Photoshop, Illustrator, After Effects, Rive, Spline
- **Code:** Claude Code, Codex, GitHub Copilot, Cursor, Lovable
- **Development:** Git, HTML/CSS, Typescript, React, Tailwind, shadcn
- **Research & analytics:** Maze, Typeform, Mixpanel, Hotjar, Google Analytics 4
- **Collaboration & documentation:** Notion, Gitbook, Miro, Loom, Trello

EDUCATION

Bachelor of Applied Science · Simon Fraser University (2016 - 2018)

Vancouver, BC · Mechatronics Engineering

Bachelor of Arts · University of British Columbia (2012 - 2016)

Vancouver, BC · History