

DONOVAN JESSE TAPUNHA

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SUMMARY

Toronto Based UX/UI Designer with a passion for solving user-centric design problems by creating meaningful experiences and products that improve the lives of the users. Experienced in communicating with designers, developers, marketing teams and executives to deliver compelling design solutions that meet stakeholder needs and enhance user experience across web and mobile platforms. Specializes in user interviews, information architecture and iterative prototyping.

TECHNICAL SKILLS

Adobe Creative Suite 2021, Adobe XD, Invision, HTML, CSS, GitHub, Bootstrap, JavaScript, Miro, Figma, Jira, Confluence, HubSpot, SendGrid, Trello, Atomic Design, UI Grids and Composition, Color Theory, Heuristic Evaluation, Typography, Interaction Design and Iconography, Storyboarding, Decision Flow Diagrams, User Need Identification, User Experience Interviewing, Persona Creation, Insight Synthesis

EXPERIENCE

UX Designer Paidiem

2021–Current
Toronto, ON

Conducting user research to uncover the needs and pain points of users. Creating journey maps and user personas to convey user insights in order to define the key problem. Preparing user flows, sitemaps, wireframes as well as low and high-fidelity prototypes and conducting usability tests to validate proposed design solutions with stakeholders and users. Presenting and reviewing designs with product managers, developers, sales and marketing teams. Key accomplishments include developing a second iteration of the product, sales site and landing pages along with a design system to ensure that future iterations are aligned with Paidiem branding and core values.

Parts Expert, Customer Service Support Parts Town Canada

2019–2021
Toronto, ON

Maintained strong relationships with customers and manufacturers by deepening knowledge gained through parts research and identification. Acted as a liaison between customers and couriers to ensure a great shipping experience. Gathered and documented customer insights on Parts Town digital products in order to improve the customer experience. Key accomplishments include leading the design portion of recurring internal newsletters created to increase a sense of community between employees and local customers and averaging top 3 Parts Expert in the number of customers assisted daily in a team of 20 people.

Design Lead
Shift (Moyo Design Inc) - Imagination Catalyst Incubator

2017–2019
Toronto, ON

Led a team of three in the design and execution of the Shift Table By Moyo. Received mentorship from OCAD University, Imagination Catalyst and its partners, such as MARs, to further develop Moyo Design's business model. Collaborated closely with team members to research market trends and conduct surveys and product demos. Developed high-level and detailed user stories, mockups, and prototypes to effectively communicate design ideas to stakeholders. Conducted UX surveys, interviews, and explored prototypes of the landing page for Moyo Design. Key accomplishments include completing a high-fidelity prototype and winning the Rookies Award and IIDEX Woodshop competition.

PROJECTS

CBSA UI Redesign: <https://drive.google.com/file/d/1wgnBHKTk61ppYyEuEj-JLNlf9dJEsctD/view?usp=sharing>

The aim of this project was to improve the experience for patrons of the CBSA website, thereby encouraging them to use the many services and resources offered by the Canadian Border Services Agency.

- Key responsibilities included conducting user interviews and analyzing qualitative data to redesign the information architecture of the existing website and designing high fidelity prototypes that were consistent with existing standards.
- Skills | Technologies Used: Stakeholder Interviews, User Research (Interviews + Surveys) & Analysis, Persona Creation, User Experience Design (UI/UX), Interaction Design, Prototyping, In-Person User Testing, Adobe XD, Figma, Miro, Trello

My Friend's House: <https://drive.google.com/file/d/1UC0SUm49ZornUvCHrJUfMOMu-UEOxCHo/view?usp=sharing>

This project aimed to create a calm, safe space where individuals could discover resources and find important information to help inform them so they could make the right decisions in their life.

- Key responsibilities included performing user and stakeholder interviews to gain qualitative insights on business and user needs and developing the competitor analysis, interview plan, and user journey.
- Skills | Technologies Used: Stakeholder Interviews, User Research (Interviews + Surveys) Analysis, Persona Creation, User Experience Design (UI/UX), Interaction Design, Prototyping, In-Person User Testing, Adobe XD, HTML, Github, CSS, Bootstrap, Figma, Miro, Trello

More Projects: https://drive.google.com/file/d/1AcJexAg7vws0fgJU1_q8YTqTDpSNz7fO/view?usp=sharing

EDUCATION

Certificate, UX/UI

University of Toronto, Toronto

March 2021

Bachelor of Industrial Design

OCAD University, Toronto

April 2017

Key accomplishments:

- Winner of the IIDEX Woodshop; Project "Vagues"
- Winner of the P.E.V. Design Challenge