

JOAQUIN PACIA

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WORK EXPERIENCE

EVDrop Technology Inc.

Toronto, ON

Website & UI/UX Designer

November 2024 - Present

- Led website (<https://evdroptech.ca>) and mobile app redesign for EVDrop Technology Inc.
- Conceptualized, designed and implemented the website and mobile app wireframes in Figma using design principles and components, incorporated stakeholder feedback iterating prototypes to enhance user experience.
- Conducted usability testing for the mobile app redesign, completing 43 out of 53 test cases. Identified and documented 10 critical issues and 13 opportunities for improvement, then implemented UI/UX enhancements to improve the platform's usability.

University of Toronto Mississauga (UTM) Esports Club

Mississauga, ON

Content Manager

October 2024 - May 2025

- Managed and scheduled the streaming team and content teams for the UTM Esports club. Determined what kind of streams and content to create for the coming year, and helped with collegiate affairs.
- Directed Twitch livestreams using OBS Studio (Open Broadcasting Software) software to capture gameplay from games such as Valorant and League of Legends, change scenes and overlays, as well as level the audio.

Institute of Islamic Studies (IIS) @ University of Toronto

Toronto, ON

Video Editor

September 2024 - April 2025

- Produced a [short video](#) for Canada's Minister of Justice and Attorney General Arif Virani's X (Twitter) account using DaVinci Resolve and professional equipment which resulted in the video getting over 2,500 views.
- Edited four "MiCA in Conversation" [Instagram Reels](#) for the Muslims in Canada Archive (MiCA), featuring interview segments with Professor Aaron Hughes. Edited the series using Adobe Premiere Pro for content and subtitles, Canva for opening animations, and DaVinci Resolve for color grading. Three of the four Reels achieved over 1,400 views and 60+ likes in total, increasing MiCA's Instagram engagement by 31%.
- Edited a short-form video for the "MiCA in Conversation" Instagram Reels series, featuring a Zoom interview with Ismael Ibrahim Mukhtar and Moska Rokay. Used Adobe Premiere Pro for editing and subtitling, with Canva for the opening animation.

YouTuber Ryan Xiao

Mississauga, ON

Content Editor

September 2021 - April 2023

- Edited 2 YouTube shorts using Adobe Premiere Pro, gaining a total of 600+ views and 25+ likes.
- Edited 5 YouTube videos using Adobe Premiere Pro, gaining a total of 2,600+ views and 115+ likes.
- Increased Ryan's (<https://www.youtube.com/@tmrex9340>) subscriber count by 60% improving his popularity and influence.
- Designed 5 attractive YouTube Video thumbnails using Adobe Photoshop.

University of Toronto Mississauga Filipino Student Association (UTMFSA)

Mississauga, ON

Communications Assistant / Creator

September 2021 - April 2023

- Produced and edited 3 Instagram reels using Adobe Premiere Pro, resulting in 7000+ views and a 40% increase in social media engagement.
- Created 8 engaging graphics for Instagram using Adobe Photoshop and Canva, including event posters and key announcements. Achieved 500+ likes and a 15% increase in followers, significantly boosting social media engagement.

- Collaborated in a Communications team of 6 members and with other club executives to meet graphic demands.

Tiger Sports Entertainment Network Livestream Production Club @ WAB

Beijing, China

Livestream Director

September 2020 - June 2021

- Directed, scheduled, and managed 10 livestream events with around 100+ viewers per livestream.
- Led and taught 30 club members the technical aspects, including camera and computer setups.
- Held 20 weekly workshops to teach club members how to prepare a livestream.
- Innovated the livestream production process by implementing a multi-iPad wireless camera system, significantly enhancing efficiency and flexibility in live event coverage.

High School Student Council @ WAB

Beijing, China

Technology Coordinator

September 2020 - June 2021

- Managed technology for 5+ high school-wide events, implementing innovative audio-visual solutions that enhanced attendee experience and ensured seamless execution.
- Developed and maintained a school-wide digital advertising system, posting 10+ student advertisements on TV screens for 1 year, resulting in increased student engagement for events and clubs.
- Initiated and implemented a club advertising strategy in the weekly newsletter, reaching 400+ students and significantly increasing club engagement and participation rates.
- Coordinated the setup of a multi-display computer system near the school entrance, streamlining information dissemination to the student body and improving visibility for student activities.
- Created 2 posters for the annual Halloween Costume Contest using Adobe Photoshop and graphic design skills, further boosting student participation.

GeekForce Tech Club @ WAB

Beijing, China

Technical Project Leader

September 2020 - June 2021

- Spearheaded the Tuesday Tech Tips project: solo-authored 25 weekly articles on productivity software, improving campus-wide tech literacy and efficiency, resulting in an average of 100+ views per article.
- Designed and delivered tech workshops for 30+ faculty members, enhancing classroom digital integration.
- Led 7-member team in Minecraft server development, managing bi-weekly PvP events with 15+ participants.
- Handled server administration including remote management, networking, and Windows server resource optimization.

AGP Trading Incorporated

Paranaque, Philippines

Graphic Design Intern

July 2020 - March 2021

- Designed and implemented 5 custom product labels for food jars using, contributing to increased brand visibility and market penetration across the Philippines.
- Created a total 5 engaging product advertisements for air diffusers and essential oils, significantly enhancing the company's Facebook presence and increasing customer engagement.
- Enhanced proficiency in Adobe Photoshop and Illustrator, significantly improving graphic design capabilities and expanding creative skillset.

Communications Department @ WAB

Beijing, China

Graphic Design Intern

December 2019 - March 2021

- Designed 3 posters using Adobe Illustrator for school-wide events reaching 1,500+ students for each poster.
- Acquired advanced Adobe Illustrator techniques under mentorship of a professional graphic designer, enhancing skills in digital illustration and multimedia production.

PROJECTS

EVDrop Company Profile Video Project - [Video](#) | [Promotional Cut](#)

January 2025 - April 2025 — CCT453: Digital Media Production II (University Course)

For my university course project, I directed and produced a comprehensive company profile [video](#) for EVDrop Technology Inc., a Canadian startup using their "BeevrGo" software service to accelerate electric vehicle adoption. I conducted on-site interviews with company founders using professional 4K video and audio equipment. The interviews were structured into a three-act narrative, covering their origin story, key challenges and developments, and future vision. In post-production, I used Adobe Premiere Pro, DaVinci Resolve, Descript, and ElevenLabs to enhance the project through color grading, EV-specific sound design, interview audio refinement, bilingual subtitles (English & French), and strategic B-roll footage. The project delivered two final videos: a 5-minute main video optimized for YouTube and the company's website, and a 1-minute [promotional cut](#) designed for social media platforms. The project earned a 94% (A+) grade and got positive client feedback. The video now serves as EVDrop's main company introduction on their corporate [website](#), effectively engaging potential clients, partners, and stakeholders.

Personal Portfolio Website Project - [GitHub](#) | [Preview](#)

February 2025 — Personal Project

Built a modern portfolio website with a dark, minimalist design using HTML, CSS, and JavaScript to showcase graphic design and video production work. The responsive website features multiple sections including navigation, hero, portfolio, video, and footer areas, enhanced by Bootstrap for responsive layouts. Set up a custom domain (<https://joaquinpacia.com>) with Cloudflare DNS and HTTPS security. Established a continuous deployment workflow through GitHub Actions for automated builds and deployments, enabling efficient content updates and version control.

CoSpaces Educational Mathematics Environment - [Product](#)

November 2024 - December 2024 — EDS285: The Future of EdTech: Active Learning Classrooms and AI (University Course)

The CoSpaces Educational Mathematics Environment project was an innovative virtual learning environment developed for K-1 mathematics education as part of the EDS285 university course. The project featured four interconnected learning modules built in CoSpaces, covering fundamental mathematical concepts (counting, addition, subtraction, and multiplication). These modules were enhanced with multimedia elements, including instructional videos and interactive quizzes. The environment was designed with a user-friendly interface that enabled personalized learning paths and immediate feedback, structured around 10-minute activity segments to maintain engagement. The project successfully demonstrated effective implementation of educational technology and pedagogical design principles, earning an A- grade (80%) while creating an engaging learning experience through interactive 3D elements and feedback systems.

Galactic Conquest Board Game Project

September 2024 - December 2024 — CCT419: User Experience Design - UXD and Board Games (University Course)

For my CCT419: User Experience Design course final project, I developed "Galactic Conquest," an innovative space-themed strategy board game focused on resource management, combat, and territory control. Through systematic playtesting and user feedback implementation, I made significant improvements to the game's mechanics, including streamlining the board size and simplifying resource management, while introducing unique features like outpost-based teleportation and an energy-powered movement system. The project demonstrated remarkable success in enhancing player experience, with documentation being condensed into a user-friendly reference guide and gameplay duration reduced by 30% while maintaining strategic depth and engagement. The project earned an A- grade (81%), highlighting strong competency in user research methodology and game mechanics implementation.

Career Advisor Mobile App Project - [Prototype](#) | [Video Pitch](#)

June 2024 - August 2024 — EDS345: Design Thinking Incubator: From Problem into Prototype (University Course)

As part of the EDS345: Design Thinking Incubator university course, I led the development of a comprehensive career guidance mobile app prototype aimed at high school students and guidance counselors. The project encompassed the creation of a Figma prototype featuring six essential use cases, including personalized career recommendations, assessment quizzes, and one-on-one counseling sessions. The development process involved thorough market research comparing the solution against competitors like CareerExplorer and LinkedIn Career Explorer, along with creating detailed implementation strategies for focus group testing and addressing potential challenges in user engagement,

technology access, and data privacy. The project culminated in a video pitch created using Adobe Premiere Pro and received an A+ (100%) grade with special recognition for its thorough research, innovative design, and professional presentation.

Home Security System UX Enhancement Project - [Prototype](#)

April 2024 — CCT478: UX Design - Prototyping and Evaluation (University Course)

In this comprehensive UX project for a home security system interface, I developed a sophisticated solution prioritizing user experience during high-stress scenarios. The project involved extensive research, including a two-part high-stress scenario simulation and a psychophysiological study that utilized heart rate measurements and NASA Task Load Index (TLX) for evaluation. Based on the collected data, I implemented three critical design enhancements: an optimized button layout, biometric security integration, and a restructured menu system. The project, completed as part of the CCT478: UX Design course, achieved outstanding results with a perfect A+ (100%) grade, demonstrating exceptional proficiency in user-centered design methodology and data-driven decision-making.

AI Impact on Art and Gaming Research Project - [GitHub](#) | [Research Paper](#)

April 2024 — CCT416: Social Data Analytics (University Course)

As part of a Social Data Analytics university course (CCT416), I led a 3-person team in conducting a comprehensive analysis of AI's influence on art and gaming industries. The project involved collecting nearly 10,000 posts from 10 different subreddits using the PRAW library, and applying two natural language processing techniques - frequency analysis and topic modeling - which revealed four main AI-related topics. To visualize our findings, we created four different data visualizations including a word cloud, histogram, bar graph of high-probability words, and an intertopic distance map. The research culminated in a co-authored report that earned an A+ (90%) grade, demonstrating strong capabilities in data collection, analysis, and information synthesis.

Emergency Room (ER) Support App Figma Prototype - [Prototype](#)

March 2024 — CCT478: UX Design - Prototyping and Evaluation (University Course)

As part of the CCT478: UX Design course, an innovative Emergency Room Support App prototype was developed using Figma, demonstrating exceptional proficiency in user-centered design. The high-fidelity prototype incorporated sophisticated features including streamlined check-in processes, medical data input capabilities, real-time monitoring systems, queue visualization, and a comprehensive triage support system. The project showcased strong attention to accessibility and adherence to UX/UI design principles through interactive prototyping, ultimately earning a 95% (A+) grade for its excellence in user-centered design and data-driven improvements.

Web Application Project: Course Management System - [GitHub](#)

January 2024 — Personal Project

The Course Management System web application project, showcases a comprehensive solution for UofT students to manage and explore course information. Built using a modern tech stack including React, TypeScript, and Tailwind CSS for the frontend, the application features robust functionality through course scraping capabilities and Supabase backend integration. The project demonstrates technical excellence through its performance optimization using Vite build tools and implementation of responsive design principles, creating a seamless user experience for academic planning.

Wikipedia Page Redesign Professional Website - [GitHub](#)

November 2023 — CCT360: Web Development and Design II (University Course)

This Wikipedia page redesign project, for the CCT360: Web Development and Design II university course, involved transforming a standard Wikipedia article into a professional, responsive website. The project showcased comprehensive web development and design skills through the implementation of HTML/CSS for intuitive information architecture, incorporation of multimedia elements, and the creation of detailed mockups using Figma. The redesign was modeled after the University of Waterloo's aesthetic for professional polish, and the successful execution of all project requirements resulted in an impressive grade of 81% (A-), demonstrating strong proficiency in web development principles and design methodology.

eBay Redesign Figma Prototype Project - [Prototype](#)

June 2023 — CCT380: Human-Computer Interaction and Communication (University Course)

As the team lead for a comprehensive eBay UI/UX redesign project, I spearheaded a 5-person team that tackled significant user experience challenges through extensive research and prototyping. In this project for CCT380: Human-Computer Interaction and Communication, we focused on simplifying navigation and reducing information overload in eBay's interface. Our team developed a sophisticated 5-page high-fidelity Figma prototype incorporating advanced features, and through our implemented improvements, we successfully reduced information overload and user decision fatigue by 30%. The project's success was validated by an A- grade (84%), reflecting our strong application of user-centered design principles and effective team leadership.

Python Tkinter Password Manager App - [GitHub](#)

April 2023 — CCT211: Fundamentals of User Interface Programming (University Course)

In CCT211: Fundamentals of User Interface Programming, I led a team of four students to develop a comprehensive Password Manager application, demonstrating advanced technical capabilities and strong project leadership. The application, built using Python and featuring a Tkinter-based GUI, incorporated robust security measures including SHA-256 authentication and SQLite database integration. The project demonstrated excellence in both functionality and implementation, featuring nine distinct windows for user interaction, comprehensive CRUD operations, activity logging, and essential features such as password generation and data import/export capabilities. The team's exceptional execution earned them an A+ grade (92%), reflecting their mastery of critical technical skills including Python programming, GUI development, cryptography, and database management.

EDUCATION

University of Toronto Mississauga

Mississauga, Ontario

Honours Bachelor of Arts | GPA: 3.5

June 2025

- Major in Communication, Culture, Information Technology
 - Communication, Culture, Information & Technology (CCIT) at UTM combines digital technology, media, and culture studies with hands-on digital media production experience.
 - Studies cover web design, interactive media, game design, and digital communication, developing skills in critical analysis and technical production.
 - The program prepares graduates for technology and media careers like UX design, digital analysis, IT consulting, and web development.
- Major in Technology, Coding & Society
 - The Technology, Coding & Society program blends computer coding with social science perspectives, combining Social Informatics, Computational Social Science, and Digital Humanities.
 - Core competencies developed: Front-end and back-end coding (Python, HTML, CSS, JavaScript), UI/UX design and prototyping, Human-Computer Interaction principles, data analysis of digital platforms, and ethical technology development

Western Academy of Beijing (International School)

Beijing, China

WAB High School Diploma | Capstone Specialization in Graphic Design | GPA: 3.0

June 2021

- International Baccalaureate Creativity, Activity & Service (IB CAS) Award 2021
 - The CAS Award recognizes exceptional dedication to personal growth, community engagement, and lifelong learning. Through creativity, activity, and service, these students have made a significant impact on themselves and the world around them.
- Capstone 'Distinction' Certificate 2021
 - The Capstone 'Distinction' Certificate recognizes Capstone students who have graduated from the specialized program with exceptional merit. This prestigious award acknowledges students' outstanding efforts in self-directed learning, project execution, and internship performance.