



JOHN LATAY

VISUAL UX/UI DESIGNER

CONTACT INFO

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EDUCATION

Simon Fraser University
Bachelor of Science
2014-Present
Major in Interactive
Arts & Technology

SKILLS

HTML & CSS
Wireframing
Infographics
Prototyping
Sketching
User Testing
Research

TOOLS

Adobe Illustrator
Adobe Photoshop
Microsoft Office
Maya Modelling
Proto.io / Figma
GitHub / GitKraken

INTERESTS

Freelance Designing
Building Computers
RTS & FPS Games
Cooking & Baking
Playing Piano

ABOUT MYSELF

University has honed my design skills - creating graphics, prototyping products, and conducting user testing for several of my projects. Over these years I have cultivated my ability to effectively communicate ideas to people. Furthermore, it brings me a great satisfaction to simplify and optimize workflows, products, and user interactions.

PROJECT EXPERIENCE

USER RESEARCHER - SENTILE

SEPT 2017 - DEC 2017

User Centered Research & Design

ENTREPRENEURSHIP & INNOVATION

Researched people with visual impairment, as well as conducted interviews and observations to formulate a business proposal. Ideated with a team and came up with several solutions and proposals that are conceptually implemented. Created marketing materials using Adobe Illustrator and Photoshop, as well as created physical prototypes which was fully implemented for the final business proposal at the end of the semester.

UX/UI DESIGNER - STRANGER DANGER

MAY 2016 - AUG 2016

Mobile Experience Design

MOBILE COMPUTING & DEVELOPMENT

Worked with a fellow designer to create a mobile companion app that provides a tool for users to increase their safety and security while travelling at night. Created wireframes using Adobe Illustrator as well as conducted user testing on the application. Practiced iteration prototyping and was able to fully implement the proposed design by the end of the semester.

INDUSTRY EXPERIENCE

COMMUNICATION DESIGNER

JAN 2017 - AUG 2017

Downtown Surrey Business Improvement Association

CO-OP EXPERIENCE

Created graphic and branding work for this non-profit organization in order to engage the community. Worked with other co-op students and stakeholders in the city to curate, brand, and promote events such as Movies Under the Stars, a night where all kinds of families in the community can enjoy a free film together.

VOLUNTEER

Touchpoint Volunteer

FEB 2016

Helped guide and coordinate interviews smoothly with the company Axiom Zen, as well as support and setting up for this event.

Frosh Leader

SEPT 2015

Helped and guided the first years for activities, and events, as well as making them feel welcome for joining our Interactive Arts & Technology program.