

joanne magbitang

CONTACT

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SKILLS

Design

Prototyping • Interaction Design
Wireframes • Personas • Storyboarding

Tools

HTML • CSS • JS • D3.js
Sketch • Framer • Marvel • Photoshop

User Research

User Research Interviews
Usability Testing

Marketing

Competitive Analysis
Social Media Marketing

EDUCATION

BASc Systems Design Engineering

University of Waterloo
2014 - Present

WORK EXPERIENCE

UX and Interaction Designer May - September 2016
BlueDot Inc.

Submitted concept designs for BlueDot's next clinical web tool which won a grant of \$25,000 from the Canadian Medical Association.

Project lead for the design of a new consumer mobile app for travel health and medical diagnosis, which received an NSERC grant of \$4,500.

Crafted mobile app and chatbot prototypes using different tools such as Sketch, Framer, and Firebase, based on user research and testing.

Created data visualizations in D3.js and evaluated designs of BlueDot's big data analytics tool.

UX Analyst September - December 2015
Maple Leaf Foods

Led adoption and advertising strategies on the social network enterprise as a community manager. Increased adoption rates with 70% of the company signed up, 50% of which are active users.

Drove the execution of the rollout of MS Office 2016 to 3000+ employees, in collaboration with Microsoft customer success managers.

PROJECTS

Wyatt

A travel health mobile app that has medical diagnostic features. Prototyped with Sketch and Marvel.

GeorgeBOT

A chat bot that does differential diagnosis. Prototyped for Messenger and Slack with Sketch, Framer, and Firebase.