



JOANNE MAGBITANG

Systems Design Engineering, 2019

University of Waterloo

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summary

I'm a designer dedicated to crafting seamless and delightful experiences through **interface design** and **user research**. I holistically combine my passion for art, culture, people, and science to bring big ideas to life.

My tools of trade include **Sketch**, **Photoshop**, **Framer**, **HTML**, **CSS**, and **Javascript**. My work is informed and validated through **user interviews** and **usability tests**.

experience

+ PRODUCT DESIGNER

2017

Wealthsimple Inc.

User research and design lead for a new feature and onboarding redesign, reducing portfolio manager calls by more than 50%.

Conducted design sprints to improve various web and mobile app features such as bank verification and institutional transfers through UI design.

+ UX/INTERACTION DESIGNER

2016

BlueDot Inc.

Submitted designs for BlueDot's next clinical web tool, and travel health mobile app and chatbot, which both won grants of \$25,000 from the Canadian Medical Association and \$4,500 from NSERC, respectively.

Designed and coded data visualizations of immigrant populations using D3.js, and conducted usability tests for BlueDot's big data analytics tool.

community

+ DESIGNER & UX MENTOR

2017

Hack the North

Directed branding and designed the public-facing website, hacker application, sponsorship package, and marketing assets for Canada's biggest hackathon.

+ COMMUNITY CO-FOUNDER

2017

Design Sandbox

Started a Slack community for new graduates and student designers to connect with other designers, have meetups, and collaborate on projects.