joanne magbitang

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product designer

bakken & bæck *2019, oslo*

designed and branded a **smart scheduling back office system** for a cinema platform

part of the branding team for a **design-focused angel investor**, iterating on logos, colours, typography, photography, and copy tone styles; crafted an icon pack for a **telecom company**

palantir *2018, new york*

main designer on dossier, palantir gotham's new module for **writing collaborative documents**; conducted user interviews and onsites to quickly iterate and ship new features for adoption

designed **map visualization generators** for gaia, the maps module

yelp *2017-2018, san francisco*

designed various web and mobile features such as **photo grids**, **styleguide modernization**, and **business page layouts**

design lead for the new **photo-viewing experience** on web and mobile platforms

wealthsimple *2017, toronto*

user research and design lead for **financial planning** and **onboarding redesign**, reducing client calls by 50%

designed various mobile and web features such as **bank verification** and **institutional transfers**

hack the north *2017-2019, waterloo*

the **design lead**, mentoring 4 designers and directing **branding** and **styleguide** for web, mobile, and print

designed the **hacker application chatbot**, **sponsorship print package**, and **marketing assets** for Canada's biggest hackathon

bluedot *2016, toronto*

designed concepts of a **clinical web app** which won a grant of $25,000 from the Canadian Medical Association

designed and conducted user research on a **travel health mobile app** which won a grant of $4,500 from NSERC

education

systems design engineering 2020

BASc, Biomechanics Option
University of Waterloo

skills

Figma	User research
Sketch	Usability testing
Adobe CC	Graphic Design
InVision	Web development
Principle	Branding