

# joanne magbitang

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## EXPERIENCE

### BAKKEN & BÆCK *may-apr 2019, oslo*

product and brand designer for a creative digital studio, designing for various clients' **machine learning** and **computer vision-based** products, as well as branding for a new **design capital**

### YELP *2017-2018, san francisco*

lead designer for revamping the end-to-end **photo-browsing** experience on mobile and web platforms, which **increased photo views** by 30%

### BLUEDOT *may-aug 2016, toronto*

prototyped and conducted user research on **clinical and travel health apps**, in light of Zika, winning grants of \$25,000 from the Canadian Medical Association and \$4,500 from NSERC

### PALANTIR *sept-dec 2018, new york city*

designer on dossier, a new module for **writing collaborative documents**, conducting user interviews and onsites to design object imports, sourcing, and citations for early-adopters

### WEALTHSIMPLE *jan-apr 2017, toronto*

user research lead and designer for **financial planning habits**, informing the **onboarding redesign**, which reduced client calls by 50%

## PROJECTS

### PLUTO CARE *2019-2020, waterloo*

collaborated with occupational therapists and researchers to design a **telehealth gaming** platform to help improve adherence in children and **democratize serious game research**

### HACK THE NORTH *2017-2018, waterloo*

**design team lead** managing 4 product and graphic designers, and directed **branding** and **design systems** for web, mobile, and print

## EDUCATION

### SYSTEMS DESIGN ENGINEERING, 2020

BASc, Honours, Co-op, Biomechanics  
University of Waterloo

## SKILLS

Sketch	User Research
Figma	Usability Testing
Adobe CC	User Testing
Principle	HTML/CSS
InVision	Design Sprints
Framer	Mentoring