JOANNE MAGBITANG

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ABOUT

visit   jmagbits.github.io

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PROJECTS

Grumblr   A mobile app that searches for recipes based on ingredients. Prototyped with Sketch 3 and Marvel.

Personal Website   An online portfolio developed using HTML5, CSS3, and jQuery.

Wearther App   UX/UI project on a weather-based app. Shuffles outfit suggestions for users based on weather.

Bunny Mojis   A smiley pack of 16 bunnies created in Sketch 3.

EDUCATION

BASc Systems Design Engineering
University of Waterloo
2014 - Present

HELLO,

I'm Joanne and I like to create great experiences through design. I enjoy translating user needs into beautiful interfaces and intuitive interaction flows, accompanied with a slight obsession for pixel perfection. On slow days I enjoy sketching and taking pictures.

SKILLS

HTML5   ◆   CSS3   ◆   jQUERY

SKETCH   ◆   PHOTOSHOP   ◆   MARVEL   ◆   BALSAMIQ

Other   Interaction design, Interface design, Graphic design, Copy Writing

WORK EXPERIENCE

User Experience Analyst   August - December 2015
Maple Leaf Foods

Led new software adoption strategies company-wide through web design, developing a standard style guide, and social media marketing.

Designed, branded, and content-managed websites, providing better experience through optimizing information architectures and implementing visually appealing layouts and graphics.

Gathered user requirements, created use cases and user specifications for Agile QA testing.

Increased Enterprise Social Network adoption rates with 70% of the company signed up, 50% of which are active users.

Gallery Administrator   October - April 2014
Delisle Youth Gallery

Designed all promotional materials and apparel for DYS' annual art gallery, *Beyond the Blue.*

Provided creative direction and logistics on event planning for crowdsourcing artwork, auctioning, and collaborating with stakeholders.