

# JOANNE MAGBITANG

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ABOUT

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## PROJECTS

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

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

**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 ♦ RUBY ON RAILS

SKETCH ♦ PHOTOSHOP ♦ MARVEL ♦ BALSAMIQ

**Other** Graphic design, Interaction design, Interface design

## WORK EXPERIENCE

### User Experience Analyst

August - December 2015

Maple Leaf Foods

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

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

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

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

### 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.