JOANNE MAGBITANG

ABOUT

visit   jmagbits.github.io

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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.