

JOANNE MAGBITANG

I
ABOUT

visit jmagbits.github.io

write jctmagbi@uwaterloo.ca

call +1 647 927 3896

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 Graphic design, Interaction design, Interface design, Copy Writing

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.