



Joanne Berina

UX DESIGNER

www.joanneberina.com

SKILLS

User Research
Information Architecture
Wireframing
Rapid Prototyping
UI Design
Web Development
Desktop Publishing

TOOLS & TECHNOLOGIES

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Sketch
Figma
Invision
HTML
CSS, SASS & LESS

EDUCATION

Lambda School
Full-Stack Web Development
June 2020 - Present

UX Design
May 2019 - March 2020

Ateneo de Naga University
BS Information Management
June 1996 - March 2001

MOST RECENT PROJECTS

Readrr.app

As the sole UX designer, I solved the problem of how avid readers can track the books that they read through user research, ideation and usability testing. I created a design system and designed the look and feel of the webapp.

Rvway

As a one of the UX designers, I redesigned RVNav to be more usable by reconfiguring the architecture, creating a design system, and improving the look and feel of the webapp. I also contributed to user research and usability testing.

Website redesign: <https://www.saintdavids.org/>

Website redesign: <https://saintthomasaquinaschurch.netlify.com/>

EXPERIENCE

UI Designer

Elemento, Inc.

Jan 2016 - Sept. 2018

- ⦿ Created images and assets for websites using Photoshop and Illustrator.
- ⦿ Designed high fidelity mockups using Sketch.
- ⦿ Created clickable prototypes in Invision for review by clients and make revisions based on feedback.

Freelance Graphic Designer

Jan 2011 - Jan 2016

- ⦿ Designed web pages, brochures, logos, signs, magazine covers, advertisements, and other communication materials.
- ⦿ Created drafts for review by clients and make revisions based on the feedback received.
- ⦿ Reviewed final productions for errors and ensure that final prints reflect client specifications.

Graphic Designer

Emerson Electric

August 2007 - June 2009

- ⦿ Provided graphic design support for Corporate Marketing with desktop publishing needs like product and technical manuals, flyers, posters, brochures, electronic art, and business forms using Quark Express.
- ⦿ Implemented brand guidelines and make revisions based on the feedback received from the Design Manager.

Graphic Designer

Ace Promotion & Marketing Corporation

June 2006 - June 2007

- ⦿ Collaborated with Marketing Managers in conceptualizing and designing print materials such as flyers, brochures, t-shirts, standees, stickers, stage design, booth and and other merchandise for the food brands of Nestle Philippines.
- ⦿ Designed advertising and promotional materials for trade shows and product sampling events using Adobe Photoshop.