



Joanne Berina

UX DESIGNER

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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

EXPERIENCE

UI Designer

Elemento, Inc.

Jan 2016 - Sept. 2018

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

Freelance Graphic Designer

Jan 2011 - Jan 2016

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

Graphic Designer

Emerson Electric

August 2007 - June 2009

- ⦿ Provide 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.
- ⦿ Implement brand guidelines and make revisions based on the feedback received from the Design Manager.

Graphic Designer

Ace Promotion & Marketing Corporation

June 2006 - June 2007

- ⦿ Collaborate with Marketing Managers to conceptualize and design print materials such as flyers, brochures, t-shirts, standees, stickers, stage design, booth and other merchandise for the food brands of Nestle Philippines.
- ⦿ Design promotional materials for clients for below-the-line advertising such as trade shows and product sampling events using Adobe Photoshop.

EDUCATION

Lambda School

UX Design

May 2019 - January 2020

Ateneo de Naga University

BS Information Management Systems

June 1997 - March 2001