



# Joanne Berina

## UX DESIGNER

[www.joanneberina.com](http://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  
UX Design  
May 2019 - January 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.