



# 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**  
Full-Stack Web Development  
June 2020 - Present  
  
**UX Design**  
May 2019 - March 2020

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

## EXPERIENCE

### Lead UX Designer

Story Squad

Feb 2021 - Present

- Lead design efforts for two web app products on a team of 14 developers and data scientists.
- Design the user experience for the native iOS app in collaboration with the iOS developers.
- Optimize user flows, create mid and high-fidelity designs and clickable prototypes based on user research artefacts.
- Create a design library component system used across multiple products.

### UI/UX Designer

DocuMentor

July 2020 - January 2021

- Led the redesign of the web app in collaboration with the software engineering team.
- Created high-fidelity designs and optimized user flows.
- Conducted and documented customer research that consequently helped the company get series A funding.
- Performed user testing to improve usability and validate design decisions.

### UI/UX Designer

Elemento, Inc.

Jan 2016 - Present

- Design high fidelity mockups using Sketch and Figma.
- Create clickable prototypes 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.