



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

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 artifacts.
- 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.