# JOHN LIMIAC

UX/UI DESIGNER + PHOTOGRAPHER

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# **ABOUT ME**

My passion is to innovate **design with technology**. My goal is to **guide users** through a journey by designing intuitive interfaces. I **capture stories** through a lens. I build **prototypes**. I am a design geek who is eager to expand my skills of **integrating art and interactivity**.

# **EDUCATION**

#### SIMON FRASER UNIVERSITY

SEPTEMBER 2013 - PRESENT

A fourth year student with an intended concentration in design.

# **SKILLS**

ADOBE ILLUSTRATOR	expert	5+	ADOBE PREMIERE	advance	3+
ADOBE PHOTOSHOP	expert	5+	PHOTOGRAPHY	expert	5+
ADOBE INDESIGN	expert	5+	VIDEO PRODUCTION	advance	<u>3</u> +
SKETCH	advance	<u></u> 1+	PROCESSING	advance	<u>+</u>
ADOBE AFTER EFFECTS	advance	<u>\$\sqrt{2}\$</u> 2+	HTML/CSS	intermediate	<u>\$\sqrt{2}\$</u>

### **EXPERIENCE**

#### TWO TALL TOTEMS UX/UI DESIGNER COOP

SEPTEMBER 2017 - DECEMBER 2017

# **BRIEF** Bring new ideas to the team and develop visual guidelines and standards and clearly present these design decisions to team and prospective clients.

ROLES Worked closely with a client and developers to produce the user flow for a new buy and sell application through mindmaps and wireframes.

Designed the user interface for the new buy and sell app by following the branding guidelines given by the client.

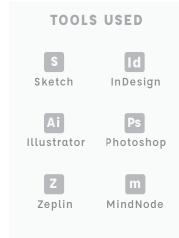
Assisted in redesigning the company website by evaluating the current and new user flow and user interface.

#### **RESULTS**

I have successfully learned how to use the industry-standard software, Sketch, in creating wireframes and mockups.

Successfully understood the process of creating an app from scratch through face-to-face communication with clients.

Created UI design deliverables including production ready assets, specs, and style guides, and clearly present them to client and developers







#### KINTEC FOOTWEAR + ORTHOTICS GRAPHIC DESIGNER & VIDEOGRAPHER

APRIL 2016 - MAY 2017

**BRIEF** Strategize promotional campaigns to highlight products and services

offered by the company.

**ROLES** Film and edit videos that promote the products and services offered by

Kintec and educate its clients and customers.

Craft eye-catching and engaging artwork for promotional campaigns that

is aimed towards a specific customer personae.

**RESULTS** Jump-started Kintec's video marketing strategy with the materials having

a cumulative of 100,000 views.

Helped the company have several successful 2016 campaigns, such as the

Black Friday Sale and Halloween Sale.

Photoshop InDesign

**TOOLS USED** 

Illustrator After Effects

Pr

Premiere Pro Wordpress

## LIGHTHOUSE APP UI DESIGNER

IAT 334 (INTERFACE DESIGN) - SUMMER 2016

**BRIEF** Create a mobile application that is designed to be a quick and efficient

solution for LGBTQA+ youths to find a safe, temporary environment to stay safe if they are experiencing trouble at home, school, or anywhere else.

Designed the visual language and user interface of the mobile application

that is clear and easy to understand for any users.

Created an interactive prototype in which several users in our intended

demographics have tested to find potential flaws in the user journey.

**RESULTS** Successfully designed and created a mobile application that takes pride in the fact that it is the only LGBTQA+ safe house locator application in BC.

### **TOOLS USED**









Marvel App

# **VOLUNTEER WORK**

# **TOUCHPOINT CONFERENCE**

FEBRUARY 2016

ROLES

Helped the recruiters managed their interviews in a timely manner and helped check-in people during the day of the conference.

# INTERESTS



PHOTOGRAPHY



VIDEOGRAPHY



HIKING

# SIAT FROSH PHOTOGRAPHER

FALL 2015

Captured candid shots of freshmen SIAT students during the two-day frosh event, including following and running with the teams through the rain during the 'Amazing Race'.



TRAVEL



SCIENCE

