

Johnny Hoang

UX DESIGN | MARKETING

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WORK EXPERIENCE

Smile CDR Inc. | UX Designer

JULY 2022 - PRESENT • TORONTO ON

Glimpse Social Inc. | UX Designer

OCTOBER 2019 - MAY 2022 • TORONTO ON

- Currently the **lead UI / UX Designer** responsible for **developing the brand and application** of Glimpse
- Utilized UI software tools including **Flutter, Illustrator, Photoshop, Adobe XD, After Effects** and **Premiere Pro** to generate design flow, **user interface, mock-ups** and promotional content
- Developed and designed a **social application** to successfully **connect over 10,000 businesses** with future scalability

Jabuka Games Inc. | Marketing Intern

MAY 2019 - AUGUST 2019 • TORONTO ON

- Leveraged **HTML5, CSS** and **JavaScript** to redesign company website and successfully **increase online purchases by 40%**
- **Increased user base by 30%** through **YouTube, Instagram, Facebook** and **Twitter** content creation
- **Actively engaged with 500 stores** and **400 sale representatives** through autonomous emailing software **MailChimp**

EDUCATION

Wilfrid Laurier U | 4th year BBA/CS

SEPTEMBER 2017 - PRESENT • WATERLOO ON

- **Business Administration**
Studying all aspects of supervising a business with a concentration in marketing
- **Computer Science**
Studying computation and data algorithms, specializing in UX design

PROJECTS

Google Design Exercise | MEND

- **Designed an experience** for students to report building or equipment issues on campus and staff to repair. Used **wireframing** and **fidelity designs** to visualize application. Created a **website** to outline thought process and ideas.

The Advertising Project | VP of Marketing

SEPTEMBER 2018 - OCTOBER 2019 • WLU

- Oversaw **internal club events** and worked with local businesses to **improve branding** and **image**