

# Johnny Hoang

MARKETING | UI / UX

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Website [johnnyhn26.github.io/portfolio](https://johnnyhn26.github.io/portfolio)

## WORK EXPERIENCE

### Glimpse Social Inc. | UI / UX Designer

OCTOBER 2019 - PRESENT • 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**, 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 UI / 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**