

Johann Chua

Digital Designer

J.

Education

Diploma • New Media Design and Web Development

British Columbia Institute of Technology/BCIT

Burnaby, BC

01/2024 - Current

- **Relevant Coursework:** UI/UX Strategy, Information Architecture, Web Design & Interaction, New Media Communications, Graphic Design, Web Scripting, App Development Strategy, Animation for New Media

Associate Certificate • Marketing Management - Communications

British Columbia Institute of Technology/BCIT

Burnaby, BC

01/2022 - 12/2022

- **Relevant Coursework:** Business Law, Marketing Essentials, Digital Marketing, Social Media Marketing, Public Relations, Advertising Design Production, Digital Branding, Project Management, Content Planning

Projects

ROAM Hiking • UI/UX Design

Tools: Figma, Adobe InDesign

Developed a user-centric mobile app concept for hiking enthusiasts utilizing methods like user persona, empathy mapping, journey mapping, and user flowcharts. Wireframes at low and high-fidelities were designed and tested to make informed decisions and uncover usability issues.

FLUI Hackathon - Conscious Connections • UI/UX Design

Tools: Figma

Designed a web-based dating platform focused on intentional, values-driven relationships for a client. Collaborated with team members in a fast-paced hackathon environment to create a seamless user experience and an engaging UI. Contributed to UX research, information architecture, wireframe development, prototyping, and the integration of the ShadCN Design System. Showcased and developed skills in adaptability, communication, and problem solving under tight deadlines.

Skills

User Research	Information Architecture
UX Strategy	Usability Testing
UI Design	Design Systems
Interaction Design	Wireframing
Design Thinking	Brand Positioning

Tools

Adobe Creative Suite: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro

Design Tools: Figma, WordPress, Miro

Languages & Frameworks: HTML, CSS, JavaScript, React, React Native, Tailwind CSS

Experience

Sales Associate

Inditex

Burnaby, BC

05/2021 - 12/2023

Maintained a calm demeanor and professionally managed issues in busy, high-stress situations. Built rapport and loyalty with customers by understanding their individual needs and delivering tailored solutions.

Sales Associate

Journey's

Burnaby, BC

10/2017 - 04/2020

Conducted inventory audits and maintaining accurate and precise records, demonstrating ability in organization and attention to detail. Achieved individual and team sales targets by delivering exceptional customer experiences.