

Johann Chua

Digital Designer



Education

Diploma • New Media Design and Web Development

British Columbia Institute of Technology/BCIT

Burnaby, BC

Current - 08/2025

- **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.

Virtus • UX Writing, UI Design, Branding

Tools: Figma, Adobe InDesign & Illustrator

Designed a fitness website utilizing UX research methods like personas and empathy maps, and developed a brand style guide including logo design and usage guidelines. Keyword research was conducted to determine short and long-tail keywords that were incorporated throughout the web design. By tying a user-centered design with a consistent brand identity and SEO optimization, the project creates an engaging experience while reaching the intended audiences.

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.