

# Johann Chua

## Digital Designer



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### 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

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### 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.

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### Skills

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

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### 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

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### 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.