

JOANNE HE

UX/UI designer

about

I am a versatile and creative UX/UI designer with over seven years of experience working in the visual design industry. I have a keen sense of design, typography, colour and hierarchy. I possess a strong ability in understanding clients' needs and deliver ideas with appealing accessible visual work. I also have extensive experience in managing creative assets with expert level skills in Figma and the Adobe Creative Suite, particularly Illustrator, Photoshop and InDesign. I have exceptional attention to detail and I possess effective time-management and problem-solving skills, allowing for completion of projects with minimal supervision and maximum cooperation with other members of the team.

education

2016 - 2018

Master of Design | Interdisciplinary design

NSCAD University

2010 - 2014

BA, Graphic Design | Visual Communication

Fujian Concord University

2022

User Experience Design Certificate

BrainStation

skills

Figma

Design system | Wireframes | Lo-fi & Hi-fi prototypes | Functional prototypes | Desktop, tablet and mobile applications

Adobe Suite

XD | Illustrator | Photoshop | Indesign | Premiere | After Effects

Other

Sketch | Confluence | Jira | Miro

work experience

2021 - Now (Toronto, ON)

UX/UI designer | OMERS

- Creating the design system for the employer administrative application
- Working closely with PO and developers in an agile development environment, create and deliver accessible UX/UI design for all the public website and administrative application, and present design work to the internal stakeholders
- Conducts user interviews and usability testing to ensure the optimal user experience across pension products

2019 - 2021 (Toronto, ON)

Senior Designer | OTT PAY Inc.

- Represent design on the product/technology team in building designs and user interfaces for public websites, internal applications and mobile apps
- Create, present and defend design aesthetic to internal stakeholders and the executive team
- Working with the marketing team, create and build email campaign graphics concepts and manage all social media design requirements

2019 - 2019 (Toronto, ON)

Graphic Designer | RIFO Holding Group

- Developed user experience and interface for new web application
- Designed and maintained company website graphics, including hero imagery, banners, graphics and icons
- Worked with real estate agent team to produce marketing collateral in support of business objectives: posters, digital advertising, business cards, etc

2015 - 2017 (Halifax, NS)

Graphic Designer | Chanadian Media

- While in school, part-time design work for both print and web
- Developed and created original designs for clients including posters, brochures, invitations and other media
- Extensive volunteer work in Halifax, using graphic design skills to support the needs of local community organizations

contact info

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