

joanni sales

PRODUCT DESIGNER

CONTACT

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joannisales.com

EDUCATION

Simon Fraser University – Vancouver, BC

- BA, Joint Major in **Interactive Arts and Technology** (Design Concentration) and **Communications** (Technology & Society Concentration)
- Minor in **Print & Publishing**

SKILLS

- UX Research
- Product Strategy
- Wireframing
- Prototyping
- Graphic Design
- Project Management

TOOLBOX

- Figma
- Photoshop
- Illustrator
- InDesign
- XD
- After Effects
- Premiere Pro

RECOGNITION

- Dean's Academic Excellence Entrance Scholarship (2016)
- Dean's List (Summer 2017)
- Standard Broadcasting Corporation Limited Scholarship (Spring 2021)

PROFILE

As a neurodivergent, female designer of colour, I am committed to prioritizing users who are often overlooked in the design process, ensuring inclusivity and accessibility. With a track record of exemplary project management, UX research, and strategic thinking, I bring a holistic approach to crafting meaningful and accessible experiences.

PROJECTS

Moniker Mimicker | UX Research, Prototyping | 2023

Microsite with the goal of simplifying risograph printing processes by incorporating delightful user interactions to promote education about risograph printing

Artrium | UX Research, Strategy, Project Management | 2022

Mobile app that streamlines the discovery of local art events for Vancouver and encourages users to see and make art to cultivate a richer local art scene

Tinder: Ghostbusters | UX Research, Interaction Design | 2022

Added features for the Tinder app aimed at mitigating ghosting behavior thereby fostering more meaningful interactions to enhance the overall user experience

WORK EXPERIENCE

Library Technician | SFU Surrey Library | SEP 2021 – AUG 2023

Tested various media equipment (i.e., laptops, DSLRs, audio recorders) and performed diagnostics as necessary to preserve equipment lifespan. Managed the circulation of books and equipment by providing patrons with excellent customer service to ensure a great library experience. Performed various administrative tasks (i.e., reshelving books, shelf-reading, equipment inventory) to improve workflow at the library

Teaching Assistant | Fraser International College | JAN 2022 – AUG 2022

Prepared designs by using Adobe software and assembled design resources to help students learn Adobe Photoshop, Illustrator, and InDesign. Drafted lesson plans by creating notes for hour-long lab demonstrations to provide students with an efficient learning experience. Delivered weekly hour-long lab demonstrations of Adobe softwares by giving clear instructions and providing student support