

# joanni sales

## PRODUCT DESIGNER

### CONTACT

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### 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**

### DESIGN SKILLS

- User Experience Design
- User Interface Design
- UX Research methodologies
- Wireframing, Prototyping (using Figma)
- Graphic Design (using Adobe Suite)
- Responsive Design implementation
- Project Management

### SOFT SKILLS

- Excellent leadership skills
- Effective communication skills
- Strong storytelling techniques
- Attention to detail
- Creative Problem-solving abilities
- Flexible in fast-paced environments
- Collaboration with cross-functional teams

### 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 color, I focus on inclusive, accessible design for underrepresented users, leveraging strong research skills and strategic thinking to create meaningful web and mobile experiences.

### PROJECTS

**Moniker Mimicker** | UX Research, Prototyping | 2023

- Simplified risograph printing education by designing playful, user-friendly interfaces for a microsite.
- Led UX research, extracted key insights, and directed the overall design strategy.
- Crafted the user experience and interface for the Riso Simulator, the project's central feature.

**Artrium** | UX Research, Strategy, Project Management | 2022

- A mobile app that streamlines the discovery of local art events for Vancouver and encourages users to see and make art
- Conducted user research and interviews with local artists and art enthusiasts to inform design strategy.
- Made critical design decisions to meet diverse user information needs, enhancing the app's usability.

**Tinder: Ghostbusters** | UX Research, Interaction Design | 2022

- Designed and delivered UI concepts for new Tinder features to reduce ghosting behaviour.
- Led UX research and interviews to guide the design process and inform key decisions.
- Crafted the user interface for essential features, ensuring a seamless and engaging user experience.

### WORK EXPERIENCE

**Library Technician** | SFU Surrey Library | 2021-2023

- Provided outstanding customer service, assisting users in accessing materials for a positive library experience.
- Managed inter- and intra-library transactions, ensuring accurate and timely circulation.
- Collaborated with colleagues to enhance library functions and user experience through effective communication.

**Teaching Assistant** | Fraser International College | 2022

- Prepared graphics and assembled design resources to help students learn Adobe Suite (Photoshop, Illustrator, and InDesign).
- Delivered 25 hour-long lab demonstrations of Adobe softwares to 40+ students over two semesters.
- Achieved a 4.8/5 average rating in student feedback surveys for the lab demonstrations and support provided.