

joanne magbitang

visit joannemagbitang.com
write joannemagbitang@gmail.com
call +1 647 927 3896

EXPERIENCE

Joanne is an award-winning interdisciplinary designer. Formally trained as a systems engineer, her process involves using user-centred methods with traditional engineering practices to ideate, prototype, and validate products.

BAKKEN & BÆCK *may-apr 2019, oslo*

product and brand designer for a creative digital studio, designing for various clients' **machine learning** and **computer vision-based** products, as well as branding for a new **design capital**

PALANTIR *sept-dec 2018, new york city*

product designer on Dossier, a new module for **writing collaborative documents**, conducting extensive user onsites to design object imports, sourcing, and citations for early-adopters

PROJECTS

PLUTO CARE *2019-2020, waterloo*

collaborated with occupational therapists and game researchers to design a **telehealth gaming** platform to help improve adherence in children and **democratize serious game research** (\$10,000 Esch Entrepreneurship Award)

EDUCATION

SYSTEMS DESIGN ENGINEERING, 2020

BASc, Honours, Co-op, Biomechanics
University of Waterloo

YELP *2017-2018, san francisco*

lead product designer for revamping the end-to-end **photo-browsing experience** on mobile and web platforms, **increasing photo views** by 30% –parts of which became paid features

WEALTHSIMPLE *jan-apr 2017, toronto*

user research lead and product designer for millennial **financial planning habits**, informing the new **onboarding redesign**, which reduced client calls when creating an account by 50%

BLUEDOT *may-aug 2016, toronto*

prototyper and user researcher for various **clinical and travel health apps** in light of Zika, winning grants of \$25,000 from the Canadian Medical Association and \$4,500 from NSERC

HACK THE NORTH *2017-2018, waterloo*

promoted as **design team lead**, recruiting and managing 4 product and graphic designers, while directing **branding** and **design systems** for web, mobile, and print for Canada's biggest hackathon

SKILLS

Sketch	User Research & Testing
Figma	Market Research
Adobe CC	Project Management
Principle	Web Development
SolidWorks	Design Sprints
Rhino	Mentoring