



John Latay

UX/UI DESIGNER

CONTACT

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DESIGN

Wireframing
Prototyping
Personas Creation
Journey Mapping
Usability Testing
User Research
User Interviews

TECHNICAL

Adobe Suite
HTML & CSS
ProtoPie
Figma
Axure
Proto.io
Microsoft Office
GitHub / GitKraken

EDUCATION

Simon Fraser University
2014 - 2020

BSc - Interactive Arts &
Technology

Certificate - Innovation
& Entrepreneurship

INTERESTS

Resume Designs
Building Computers
RTS & FPS Games
Playing Badminton
Branding Designs

I am a newly graduated designer based in Vancouver, BC. I am passionate about creating digital products that serves diverse users. I see design as a way to break barriers and connect people together.

INDUSTRY EXPERIENCE

UX/UI/Product Designer

Freelance / Sept. 2020 - Present

- Conduct user research through interviews, surveys, and workshops
- Create low to high fidelity wireframes and mockups with interactions
- Organize, manage, and lead different forms of usability testing

UX/UI Designer

Frogplum Solutions Inc / Sept. 2019 - Dec. 2019 / Internship

- Conducted precedent studies and created moodboards for web design projects
- Created low to high fidelity wireframes and mockups using Adobe Suite
- Created animations and micro-interactions for customer-facing products

Web & Graphic Designer

Downtown Surrey BIA / Jan. 2017 - Aug. 2017 / Internship

- Produced branding work for this non-profit organization to engage the community
- Worked with many stakeholders in the city to curate, brand, and promote events
- Maintained and updated the company's website(s) through the wordpress platform

PROJECT EXPERIENCE

Service Designer

City of Vancouver / Nov. 2018 - Dec. 2018 / Academic Project

- Researched and identified service design problems for the City of Vancouver
- Created medium to high fidelity interactive prototypes of a web platform
- Established a user persona, created a journey map and conducted usability tests

UX/UI Designer

Grocery Express / July 2018 - Aug. 2018 / Academic Project

- Developed a brand identity and a style guide for the entire mobile interface
- Established two user personas, created a journey map, and conducted user tests
- Created low to high fidelity wireframes and interactive working prototypes