

# JOANNE WONG

www.joannewong.ca  
joanne.ys.wong@gmail.com  
415.813.8274

## SKILLS

Conceptual modeling  
Heuristic analysis  
Personal development  
Prototyping  
Usability testing  
User flows  
User interviews  
Wireframing

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
InVision  
Keynote  
OmniGraffle  
Sketch

## EDUCATION

**MHI, MASTERS OF  
HEALTH INFORMATICS**  
UNIVERSITY OF  
TORONTO  
Sep 2011 –  
Dec 2012

**HB.SC, HEALTH STUDIES  
& GERONTOLOGY  
(PSYCHOLOGY MINOR)**  
UNIVERSITY OF  
WATERLOO  
Sep 2005 –  
Apr 2010

## EXPERIENCE

### ECHOUSER

**SENIOR EXPERIENCE DESIGNER** | Mar 2015 – Present

**EXPERIENCE DESIGNER** | Feb 2013 – Mar 2015

Designing mobile and web experiences for a range of clients, including Google, Juniper Networks, Crimson Hexagon, Threadflip, and Zuli. Have worked across the product development process, from conducting usability studies to developing medium-high fidelity prototypes. Experience working with users, executive stakeholders, and developers to create captivating and intuitive experiences. Furthermore, I also manage the social media team, content marketing team, and the website/blog at EchoUser.

### GENERAL ASSEMBLY

**DESIGNER-IN-RESIDENCE** | Jan 2014 – Apr 2014

Taught a 10-week course on user experience design. Students had learned to build wireframes, implement best practices from common design patterns, and analyze business goals from a user perspective.

### CENTRE FOR GLOBAL EHEALTH INNOVATION

**HUMAN FACTORS RESEARCH STUDENT** | May 2012 – Dec 2012

Developed prototypes and visual design for a responsive web app for patients to self-manage their asthma. Conducted and facilitated usability studies. Also wrote feature files to allow for better communication in the agile development process.

### CANCER CARE ONTARIO

**PROJECT COORDINATOR** | Jun 2010 – Aug 2011

Coordinated activities for a pilot project in the Clinical Program & Quality Initiatives department, which introduced registered nurses as "patient navigators" in the early stages of the cancer journey. Established project goals and measured KPIs against metrics and analyses.

### UNIVERSITY HEALTH NETWORK

**PROJECT ANALYST (CO-OP)** | May 2009 – Aug 2009

Worked on the e-Surgical Documentation web app project, and electronic medical record implementation. Focused on workflow documentation and analysis.

### UNIVERSITY HEALTH NETWORK

**PROJECT ANALYST (CO-OP)** | Sep 2007 – Dec 2007

**PROJECT ANALYST (CO-OP)** | Jan 2007 – Apr 2007

Created wireframes to ensure optimal UX for doctors using digital operating room notes. Helped performed requirements gathering for to improve continuity of care. Assisted with testing, issue documentation, and go-live preparations.