

Joanna Chow

IT Business Analyst | Multimedia & Product Designer

WORK EXPERIENCE

IT Applications Analyst

Feb 2023 – Present

Siskinds LLP, London, ON

- Led the upgrade of in-house applications with **Laravel**, **Bootstrap**, and **MariaDB**, focusing on **performance optimization** and **user interface improvements**.
- Manage **15+ IT applications**, overseeing implementation, maintenance, and user support through effective help desk systems, enhancing application reliability and user satisfaction.
- Conduct **requirement gathering** sessions and developed **SharePoint** sites and workflows in collaboration with stakeholders across different departments, significantly enhancing **application efficiency** and **user satisfaction**.
- Planned and executed major IT projects, including applications replacement and SharePoint migrations, directly aligning with **business needs and strategic goals**.
- Create detailed documentation to improve user understanding and facilitate technology adoption.

Multimedia Developer Contractor (Former Intern)

May 2022 – Present

Energy Safety Canada, Calgary, AB

- Design and produce **multimedia content**, including graphics and animation, focusing on user engagement and high-quality visuals for safety training courses.
- Developed and designed **50+ visually stunning icons and banners** for promotional campaigns.
- Collaborate** with marketing professionals and instructional designers to create cohesive content and multimedia materials.
- Analyze **multimedia content and re-design areas** that need improvement.

Art Development Officer

Jun 2018 – Sep 2020

i-dArt, Tung Wah Group of Hospitals, Hong Kong

- Led a team of 5 to develop programs for promoting the artistic potential for people with disabilities and social inclusion.
- Developed and coordinated 15+ art programs yearly, including exhibition, art course, inclusive art workshop, corporate training, auction, carnival and conference.

PROJECTS

Product Designer & Front-end Developer

Nov 2023 – Present

Plancake – A Social App

- Led **product design and front-end development** using React and Tailwind CSS, applying agile methodologies to ensure responsive updates and **iterative improvements**.
- Key responsibilities included **user research**, **prototype development**, and **integrating user feedback** to enhance functionality and user experience.

UX/UI Designer

2023

MUSEEUM – A Virtual Tour App

- Led the entire **design process** from **user research** to final **prototyping**, incorporating tools like Adobe Photoshop, After Effects, and Figma.
- Conducted **usability studies** to refine navigation and interactivity, improving user engagement and satisfaction.

CONTACT

- London, ON (Willing to relocate)
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- www.joanna-chow.com

EDUCATION

Interactive Media Design, Diploma

2021 – 2023

Fanshawe College, London, ON
Dean's Honour Roll (22W, 22F, 23W)

Google UX Design Certificate

2022

Google & Coursera

Cultural Management, Bachelor of Arts

2012 – 2016

Chinese University of Hong Kong
Minor in Fine Arts
Second Class Upper Division

SKILLS

Technical Skills

- HTML
- CSS, Sass, Tailwind CSS, Bootstrap
- shadcn
- JavaScript, Vue JS, React JS
- PHP, Laravel
- SQL
- Python
- Git
- Microsoft Power Platform, SharePoint
- Adobe Suite
- Figma

Industry Knowledge

- Project Management
- Business Analysis
- Technical Documentation
- Manual & Agile Testing
- Use Case Development
- SWOT Analysis
- Data Analysis

Soft Skills

- Communication
- Problem-solving
- Team Collaboration

OTHERS

- Northern Commerce's Drupal Web Development Course (2023)