JOANNE **LEONG**

CONTACT

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ABOUT

I have a passion for interaction design, creating beautifully functional interfaces, and finding data-driven solutions to multidisciplinary problems in a team environment.

INTERESTS

Feature Design
Rapid Prototyping
Interaction Design
HCI, UI/UX

EMPLOYMENT

Collaborative Systems Lab Research Assistant
Waterloo, Ontario | Sept 2013 – present
Evaluating the use of large public display touch interfaces; will develop prototype, conduct a user study and analyze the results. Supervised by Prof. Stacey Scott.

SKILLS

Design
AY Visual Arts Grad '09
Adobe Ps, Ai, Fw, Dw

Media Interaction Lab HCI Researcher, Visiting Student
Hagenberg, Upper Austria | May – Aug 2013
IdeaGarden project : conceptualized, designed and coded software to provide long-term project support for designers. Optimized design for use on digital interactive whiteboards with pen-based input. Supervised by Prof. Michael Haller.

Development
HTML / CSS
PHP, MySQL
C# / XAML
Matlab
Java

Rokk3rlabs UI/UX Information Architect
Miami Beach, Florida | Aug – Dec 2012
Worked with project stakeholders to define product objectives, scope, model and features. Organized content and flow of web & mobile applications. Designed and implemented front-end of responsive design solutions.

PROJECTS

EEG Painting Application
Heart Activity Monitor
IdeaGarden
AI Tetris Player
Lightimation

Sony Network Entertainment UI/UX Designer
Waterloo, Ontario| Jan – Apr 2012
Led design of audio-split interface for Media Go application. Designed layout for Media Go homepage (mediago.sony.com). Designed workflows and produced finalized graphics to improve the user experience.

Exclaim! Media Web and Systems Assistant Developer
Waterloo, Ontario| May – Aug 2011
Developed source code for social-login and sharing mechanisms for comment system (Exclaim.ca). Designed and developed FB landing page, contest app and web graphics.

ACTIVITIES

Illustration
Globetrotting, Hiking
Guitar, Singing
Badminton
O-Week Leader '11

EDUCATION

University of Waterloo
Bachelor of Applied Science 2014, Dean's Honours List
Major: Honours, Systems Design Engineering | Cumulative Average: 86. 2%

National University of Singapore
International Exchange Student, Jan – May 2013

AWARDS

LEIF Canada-EU Exchange Award '14 | W.W. King Exchange Fellowship Award '13
Sandford Fleming Award '11 | President's Scholarship '09 | UTSDC Best Design '09