

John Pascua

UX DESIGNER

[Hello@johnpascua.com](mailto>Hello@johnpascua.com)

778-848-0968

[linkedin.com/in/john-pascua](https://www.linkedin.com/in/john-pascua)

[behance.net/johnpascua01](https://www.behance.net/johnpascua01)

PROFILE

I am a UX Designer with experience in 6 years of digital marketing.

My marketing experiences have helped me honed down my skills in communication, research, and storytelling which has played a huge part in empathizing and connecting with users.

I am motivated to be a UX Designer so that I can better understand people's experiences, tell their stories, and help them with creative solutions.

SKILLS

Ideation: Problem Space Analysis, How Might We, Design Sprints

Research: Data analysis, User Persona, User Research, A/B Testing

Design: UI Graphics, Wireframing, Mockups, Style Guides

Prototyping: User Flows, Interaction Design, Information Architecture, Usability Testing

Software: Figma, Adobe Photoshop, Webflow, InVision

Content Creation: Photography, Photo Editing, Video Editing, Graphic Design, Calendar Management

EXPERIENCE

Content Consultant | Johnpascua.com

MAY 2019 - PRESENT, VANCOUVER, BC

- Redesigned the entire website by reforming the entire information architecture and updating the UI design, to enhance viewability and usability by visitors.
- Successfully managed and conducted over 50 product photoshoots and 20 photography events through strong planning, organization, and time management skills.

Marketing Manager | Sweet Home Vacation

FEB 2020 - JAN 2021, RICHMOND, BC

- Increased home vacancy by 5-15% by optimizing 1,500 property listings on 8 platforms by implementing solutions discovered through user research insights.
- Conducted a research plan by auditing competitors and internal company analytics to understand tourist behavior and purchasing trends.

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

JAN 2022 - APR 2022, VANCOUVER, BC

Langara College | Diploma in Marketing Management

JAN 2016 - JAN 2018, VANCOUVER, BC

PROJECTS

UX Designer | Hooga

FEB - MAR 2022

- Produced a mobile app design that empowers users to redesign their living spaces through positive interior design principles, as a solution for remote workers that struggle with work performance and health issues.
- Completed a fully developed research plan, through large scale primary and secondary research, which resulted in a comprehensive user persona, experience map, and collections of insights.
- Developed an extensive U.I. library with the inclusion of typography, colorography, and redlines of components, in order to create a design system for developers to use.

UX Designer | Olympia Greek Menu Redesign

JULY - AUG 2021

- Enhanced the usability and navigation of an online food ordering system, by designing a solution to address current online menu problems, which resulted in the creation and design of 18 mobile screens.
- Conducted 15 usability tests for several iterations of a mobile app prototype, through online moderated remote sessions, which resulted in finalizing a high fidelity prototype.
- Self-directed a UX case study on enhancing the utility and usability of an online ordering system, by following the full UX process, which resulted in over 2,800+ views and 280+ comments on Behance.