

Joshua Dema

UX DESIGNER

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Highly organised UX Designer with four years experience in User Centric roles. Designer in health, accessibility, social media and retail industries. Leveraging past experience working in Tertiary Education and Classical Music industries. Positive culture builder in the workplace.

Education

UX Design Transform

Academy Xi
JUL – SEP 2020

UX Design Elevate

Academy Xi
APR – JUL 2020

Master of Music

(Distinction)
DePaul University
Chicago
2015 - 2017

Bachelor of Music

University of
Melbourne
2012 – 2014

Skills

Research

Interviews & Surveys
Data Synthesis
Affinity Mapping
User Personas
Usability Testing
Google Analytics

Design

Sketching &
Wireframing
User Flows
Prototyping

Tools

Figma, Wordpress,
Miro, Wix, Webflow
Adobe XD, Illustrator

Soft Skills

Agile Methodology
Strategic Thinker
Team Player
Driven Learner

Experience

UX/UI DESIGNER | Endgame Global

DEC 2020 - MAR 2021

Sole UX designer in a team of four working on social media apps

- Mapped out user flow and built wireframes for pitch and testing
- Carried out In-depth analysis of competitors in the market
- Collaboration with founder, marketing coordinator and lead developer

UX/UI DESIGNER | [Batyr](#)

SEP 2020

Designed mobile app to stimulate community resilience in remote communities

- Deep Dive into existing company research to find areas of opportunity
- Created new outreach strategy to extend clients reach to regional Australia
- Rapidly designed High Fidelity UX and UI components for new app
- Conducted 7 usability tests on prototype and achieved average rating of 85% for usability

UX/UI DESIGNER | [Maslow](#)

AUG 2020

Improved user experience and accessibility for Spinal Cord Injury (SCI) lifestyle assistance app

- Researched and addressed unique accessibility needs of users with SCI
- Conducted 6 remote interviews and 19 usability testing sessions with users
- Designed new app interface including UX and UI deliverables
- Facilitated client meetings to present research and designs

UX DESIGNER | [Let's Go Vegan](#)

AUG 2020

Re-designed website to improved user experience and information architecture

- Lead a team of four through the design process
- Conducted 12 interviews and 154 survey responses to understand audience
- Created user personas and journey maps to inform design decisions

PROGRAM COORDINATOR | University of Melbourne

DEC 2017 – JUL 2020

Preparation and Delivery of University Courses and Programs

- Scoped out resources and negotiated requirements for course deliveries
- Researched and developed innovative solutions for internal stakeholders
- Empathised with students to understand their problems & provide solutions

CO-FOUNDER & PERFORMER | JUO

2018 – PRESENT

Performer and Manager of a Cello & Piano ensemble based in Melbourne

- Conducted UX Research on audience base to inform concert design
- Implemented marketing strategies to target local audiences
- Designed posters and wrote text for concert programs
- Regularly attracts audiences of 100+ to performances