



Joshua Di

Digital Designer

EXPERIENCE

Junior Designer, AvenueHQ

Apr 2021 - Aug 2022

- Led design and launch of expansion into Small Business sector
- Generated multiple new affiliates through launch of Affiliate Program
- Designed and developed over 80+ custom websites and digital assets
- Developed digital ad campaigns and email drip campaigns

Design & Marketing Specialist, Outpeak Services Inc.

May 2020 - Apr 2021

- Design ad creatives using graphic and motion design
- Develop performance marketing campaigns and strategies
- Improve UI/UX for various Shopify e-commerce websites
- Increased ad revenue by 246% (compared to previous period)

Director of User Experience, Storagehotel

Oct 2019 - Apr 2020

- Designed the user experience for proprietary web app
- Conducted user testing, research, and interviews
- Developed user flows, site maps, and high-fidelity prototypes
- Achieved projected revenue growth of 3.8x the previous year

UX Researcher, UBC UX Lab

Sep 2018 - May 2019

- Improved user experience of UBC support website
- Conducted user research through interviews and audits
- Developed wireframes and high-fidelity prototypes
- Presented strategies for improving usability to stakeholders

PROJECTS

Verif-ID — 1st Place at UBC Blockathon For Social Good

UI/UX design for a blockchain-based mobile app that verifies the identity of homeless individuals in the Downtown Eastside

Odyssee — Digital Data Visualization Project

A digital mural that aggregates the recorded realities of 50 individuals during the beginning of the pandemic hoping to spark dialogue about our collective emotions and routines during such tumultuous times.

ABOUT ME

I'm an innovative designer with expertise in UI/UX, digital marketing, and creative strategy.

CONTACT

- www.joshuadi.com
- 604.727.5477
- joshdi930@gmail.com
- linkedin.com/in/joshua-di/

EDUCATION

University of British Columbia

Bachelor of Media Studies,
Minor in Commerce

2015 - 2019

QUALIFICATIONS

- UX / UI
- Product Design
- Digital Advertising
- Email Marketing
- Web Development

TECHNICAL SKILLS

- Figma
- Webflow
- Adobe Creative Suite
- Hubspot Marketing
- Mailchimp
- Shopify
- HTML/CSS
- Wordpress
- Facebook/Instagram Ads