

# noah de guzman

PRODUCT DESIGNER

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## DESIGN EXPERIENCE

### Product UX/UI Designer – Invoke Digital

May 2024 – Aug 2024 | Vancouver, BC

- Designed and prototyped an intuitive user interface for Dolan Toyota's car rental service, ensuring a seamless user experience that streamlined the booking process.
- Delivered presentations of new backend ordering feature designs to Toyota stakeholders, improving inventory management and boosting operational efficiency.
- Conducted a heuristic evaluation of Kevala's system to identify improvement opportunities and user pain points in healthcare employee scheduling.

### UX/UI Designer – The Friendly Pharmacists

Jan 2024 – Aug 2024 | Vancouver, BC

- Collaborated with pharmacists to supplement counseling efforts, providing patients with accessible content for quick reference.
- Lead website creation and design, focusing on user-centric interfaces and seamless navigation for a comprehensive online pharmacy experience.

### UX Designer – TERAs BEAN Café

May 2023 – Aug 2023 | Brentwood, BC

- Designed a table reservation prototype for the café based on insights gathered from user and stakeholder research. Employed UX skills such as journey mapping and user personas.
- Facilitated an interactive workshop aimed at delving into students' preferences and needs for studying at cafes, with the goal of enhancing the overall user experience.

## OTHER EXPERIENCE

### Digital Media and Support Assistant – SFU Beedie

Sept 2022 – Dec 2022 | Vancouver, BC

- Created and modified over 20 Canvas course shells using HTML, adhering to supervisor's guidance to facilitate the development of Canvas courses.
- Collaborated with the SFU Beedie IT department to troubleshoot and resolve computer hardware issues for staff and faculty.

## SKILLS

### UX/UI Design:

Interaction Design  
Wireframing  
Personas  
Journey Map  
Prototyping  
Storyboarding

### User Research:

User Interview  
Usability Testing  
Competitive Analysis  
Heuristic Evaluation  
A/B Testing

### Tools:

Figma  
UXPin  
ProtoPie  
Illustrator  
After Effects  
Maya

### Other Skills:

Graphic Design  
Web Design  
3D Modelling  
Animation  
HTML/CSS/JS  
Java

## EDUCATION

### Simon Fraser University

BSc. Interactive Arts and Technology  
Design Concentration

Jan 2020 – Present

Expected graduation semester: Spring 2025

### Douglas College

Computing Studies and Info Systems

Sept 2018 – Dec 2019

Transferred to SIAT at SFU

## CERTIFICATIONS

### Google UX Design Certificate

Sept 2022 – Jan 2023 | Coursera