

Joanna Yoshioka

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A data-driven product designer who makes design decisions grounded in research and user considerations.

Experience

Electronic Arts (EA SPORTS) — [July 2023 - July 2024]

Associate Experience Designer (Contract Full-Time)

Led the UX for two core game modes for NHL 25. Collaborated cross-functionally to create flows, wireframes, prototypes and strategies while advocating for inclusive design. Conducted and synthesized internal usability testing data to provide insights for iterative improvements.

Stryker (Endoscopy) — [September 2021 - August 2022]

UX/UI Designer (Intern)

Conducted user research to enhance patient safety and hospital efficiency. Redesigning an existing video editing app, improving usability and workflow. Led the team's transition from Adobe XD to Figma, providing training and documentation.

Guusto — [January 2020 - August 2020]

BDR + Marketing (Intern)

Created and maintained email marketing campaigns while optimizing engagement. Designed and executed social media illustrations and graphics, enhancing brand presence.

Education

Simon Fraser University — [September 2015 - July 2023]

Bachelor of Business Administration

Joint Major in Interactive Arts + Technology and Business, with a concentration in Design. Graduated with 20 months of professional experience in tech prior to graduation.

Skills

Design — UX Design, Prototyping, UX Research, UI Design, User Flow, Journey Mapping, Persona, Copywriting

Tools — Figma, Miro, Figjam, HTML, CSS, Photoshop, Illustrator

Languages — English, Japanese, Korean