

Joshua Dema

UX DESIGNER

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End-to-end UX Designer with strong UI skills. I have recently delivered digital products for startup and mid-sized companies across retail, accessibility and health industries. Leveraging four years of 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
Interaction Design
User Flows
Prototyping

Tools

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

Soft Skills

Agile Methodology
Strategic Thinker
Team Player
Driven Learner

Experience

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 regarding reduced hand motor function and device use
- Conducted 6 remote interviews and 19 usability testing sessions with users suffering from Spinal Cord Injury
- Developed 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 collected 154 survey responses to understand audience segments
- Created user personas and journey maps to inform design decisions
- Clients website is currently undergoing an update based on the UX/UI solutions presented

PROGRAM COORDINATOR | University of Melbourne

DEC 2017 – JUL 2020

Preparation and Delivery of University Courses and Programs

- Empathised with students to understand their problems & provide solutions
- Scoped out resources and negotiated requirements for course deliveries
- Presented new technology solutions to internal stakeholders
- Developed an innovative process to increase rate of student feedback

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 and wrote text for concert programs using Microsoft Suite
- Regularly attracts audiences of 100+ to performances