

# Donovan Jesse Tapunha

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Portfolio: [www.donovanjesse.design](http://www.donovanjesse.design)

## SUMMARY

Toronto Based UX/UI Designer with a passion for solving user-centric design problems by creating meaningful experiences and products that improve the lives of the users. Experienced in communicating with designers, developers, marketing teams and executives to deliver compelling design solutions that meet stakeholder needs and enhance user experience across web and mobile platforms. Specializes in user interviews, information architecture and iterative prototyping.

## TECHNICAL SKILLS

Adobe Creative Suite 2021, Adobe XD, Invision, HTML, CSS, GitHub, Bootstrap, JavaScript, Miro, Figma, Trello, Atomic Design, UI Grids and Composition, Color Theory, Heuristic Evaluation, Typography, Interaction Design and Iconography, Storyboarding, Decision Flow Diagrams, User Need Identification, User Experience Interviewing, Persona Creation, Insight Synthesis

## PROJECTS

**Beauty Concierge:** <https://drive.google.com/file/d/1YeTD6h6gMPIBFwUqNk23m2YKyYFgq9jx/view?usp=sharing>  
Beauty Concierge aimed to streamline beauty service discovery, planning and booking in order to minimize the miscommunication between customers and beauty service providers.

- Key responsibilities included synthesizing data to define the user journey, user flows, and competitor analysis.
- Skills | Technologies Used: User Research (Interviews + Surveys) & Analysis, Persona Creation, User Experience Design (UI/UX), Interaction Design, Prototyping, In-Person User Testing, Adobe XD, Figma, Miro, Trello

**CBSA UI Redesign:** <https://drive.google.com/file/d/1wgnBHKTk61ppYyEuEj-JLNlf9dJEscD/view?usp=sharing>  
The aim of this project was to improve the experience for patrons of the CBSA website, thereby encouraging them to use the many services and resources offered by the Canadian Border Services Agency.

- Key responsibilities included conducting user interviews and analyzing qualitative data to redesign the information architecture of the existing website and designing high fidelity prototypes that were consistent with existing standards.
- Skills | Technologies Used: Stakeholder Interviews, User Research (Interviews + Surveys) & Analysis, Persona Creation, User Experience Design (UI/UX), Interaction Design, Prototyping, In-Person User Testing, Adobe XD, Figma, Miro, Trello

**My Friend's House:** <https://drive.google.com/file/d/1UC0SUm49ZornUvChrJUfMOMu-UEOxCHo/view?usp=sharing>  
This project aimed to create a calm, safe space where individuals could discover resources and find important information to help inform them so they could make the right decisions in their life.

- Key responsibilities included performing user and stakeholder interviews to gain qualitative insights on business and user needs and developing the competitor analysis, interview plan, and user journey.
- Skills | Technologies Used: Stakeholder Interviews, User Research (Interviews + Surveys) & Analysis, Persona Creation, User Experience Design (UI/UX), Interaction Design, Prototyping, In-Person User Testing, Adobe XD, HTML, Github, CSS, Bootstrap, Figma, Miro, Trello

**Know.go:** [https://drive.google.com/file/d/1Q3\\_u062Zux2Y1EFcsaI\\_9GIH2n2epuVp/view?usp=sharing](https://drive.google.com/file/d/1Q3_u062Zux2Y1EFcsaI_9GIH2n2epuVp/view?usp=sharing)

This project was developed to make it easier for travelers to plan, organize and prioritize activities while on a trip so they could feel in control and have the confidence they did not miss out on valuable moments

- Key responsibilities included performing user and stakeholder interviews to gain qualitative insights, developing an empathy map, prioritization matrix, user flow, user journey and a lo-fi clickable prototype.
- Skills | Technologies Used: Stakeholder Interviews, User Research (Interviews + Surveys) & Analysis, Persona Creation, User Experience Design (UI/UX), Interaction Design, Prototyping, In-Person User Testing, Adobe XD, Figma, Miro, Trello

## EXPERIENCE

### Parts Expert, Customer Service Support

2019–Current

#### Parts Town Canada

Toronto, ON

Maintaining strong relationships with customers and manufacturers by deepening knowledge gained through parts research and identification. Gathering and documenting customer insights on Parts Town digital products in order to improve the customer experience. Key accomplishments include leading the design portion of recurring internal newsletters created to increase a sense of community between employees and local customers and averaging top 3 Parts Expert in the number of customers assisted daily in a team of 20 people.

### Design Lead

2017–2019

#### Moyo Design Inc. - Imagination Catalyst Incubator

Toronto, ON

Led a team of three in the design and execution of the Shift Table By Moyo. Received mentorship from OCAD University, Imagination Catalyst and its partners, such as MARs, to further develop Moyo Design's business model. Collaborated closely with team members to research market trends and conduct surveys and product demos. Developed high-level and detailed user stories, mockups, and prototypes to effectively communicate design ideas to stakeholders. Conducted UX surveys, interviews, and explored prototypes of the landing page for Moyo Design. Key accomplishments include completing a high-fidelity prototype and winning the Rookies Award and IIDEX Woodshop competition.

## EDUCATION

### Certificate, UX/UI

University of Toronto, Toronto

March 2021

### Bachelor of Industrial Design

OCAD University, Toronto

April 2017

*Key accomplishments:*

- Winner of the IIDEX Woodshop; Project "Vagues"
- Winner of the P.E.V. Design Challenge