

JOHNA SHI

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EDUCATION	Pratt Institute M.S. Information Experience Design	2021—2023
	Parsons School of Design B.F.A Fashion Design	2012—2016
EXPERIENCE	Center for Digital Experiences at Pratt Institute <i>UX Consultant—New York, NY</i> Conducting user tests based on project objectives Analyzing data and identifying usability problems Providing recommendations to improve user experience	2021
	Gregory Joseph <i>UX/UI Designer—New York, NY</i> Redesigned homepage and ecommerce checkout experience Reimagined brand online business model during COVID-19 Created marketing campaigns and social media contents	2018—2021
	ABM Fashion <i>Graphic Designer—Los Angeles, CA</i> Produced exhibit deliverables for Premiere Vision Paris 2019 Provided trend reports for clients including Kate Spade & Coach	2019
	Johna Stone <i>Founder & Designer—New York, NY</i> Established creative direction for brand visual identity Designed 2017 F/W and 2018 S/S RTW collections Created brand official website and digital market contents	2016—2018
SKILLS	Design UX/UI, Research, Usability, Wireframe and Prototype Creative Direction, Visual Aesthetic and Motion Graphics	
	Software + Languages Figma/Sketch/XD/Webflow Photoshop, Illustrator, Indesign, Premiere, After Effect HTML/CSS/Javascript (Essential knowledge)	
AWARDS	Mercedes-Benz Fashion Week Global Talent Program Award Winner	2019
	Vogue Italia & WWD Selected emerging talent webtorial feature	2018
	Saks Fifth Avenue Interior exhibition with the best talents of the year	2016