# Dai Oinuma

# **EDUCATION**

# **Rhode Island School of Design**

B.F.A 2006

# **University of Toronto**

Studies towards a Masters of Information, User Experience Design 2018 - 2019

# **CERTIFICATIONS**

#### **Salesforce**

Certified User Experience Designer

### **SKILLS**

# Dessign

Design Strategy

User Research

Workshop Facilitation

**User Journey Mapping** 

Storyboarding

Wireframing

Prototyping

**Usability Testing** 

**UI** Design

3D Design

#### **Software**

Sketch, Figma, InVision, Axure, Adobe Photoshop, Illustrator, Premiere, AfterEffects, XD, Autodesk Maya, Unity

#### **Technical**

HTML/CSS, JavaScript/TypeScript, C#, Git

# LANGUAGE

#### **Japanese**

Native

#### **English**

Full professional proficiency TOEIC 960

#### **EXPERIENCE**

# **Experience Designer, Innovation Consulting Salesforce I July '21 - Present**

As part of Salesforce's innovation consultancy (Ignite), I worked as an experience designer to support enterprise digital transformation.

- Conducted research including planning, execution, synthesis, insight development and challenge framing.
- Planned and facilitated workshops to co-creatie human-centered future visions with clients.
- Developed vision concepts including customer journey, user stories, and prototyping.

# Senior UX Designer Ekohe. I May '19 - July '21

Worked as a UX Designer for a digital agency focusing on AI solutions and data analysis.

- · Lead presale activities for UX research and design projects.
- Lead UX projects including facilitating design thinking workshops, creating wireframes, and presenting to stakeholders.
- Created design system and UI style guide and conducted design QA and usability testing.
- Supported design implementation on React.js framework.
- · Worked closely with developers in an agile environment.

# Lead UI/UX Designer MUJIN, Inc. I Feb '15 - Nov'17

Joined a fast-growing robotics start-up as their first UX/UI designer.

- Gathered requirements through interviews, and created information architecture and wireframes for resistive touch screen-based FA applications including 3D environment modeling, parameter editing, and user-end programming.
- Designed and tested interface including physical input elements.
- · Supported design implementation using Qt, QML, JavaScript.
- Managed OEM production of the control device (Teach pendant).
- Managed company brand through UI design
- · Continuously improved UX based on user feedback and usability testing.
- Supported company representation at external events.

### **Interaction Designer**

#### Ogilvy Japan I Nov'07 - Dec'12

Worked as an interaction designer at an advertising agency.

- Designed and built rich web applications, and other digital contents for advertising campaigns using technologies such as Adobe Flash.
- Developed and managed production plans and schedules including subcontractor management.
- Prepared design materials for pre-sales activities and competitions.