

Contact

www.linkedin.com/in/kaoritanaka
(LinkedIn)

Top Skills

User Interface Design
Web Design
User Experience

Languages

English (Professional Working)
Japanese (Native or Bilingual)

Honors-Awards

Academy of Art Spring Show

Kaori Tanaka

Product Designer created and researched UI/UX for PeopleSmart product for web/mobile.

Within 23 wards, Tokyo, Japan

Summary

OBJECTIVE:

Experienced and talented UI/UX Design professional with the proven knowledge to combine creative and usability viewpoints resulting in world-class product designs. Having a solid background in UI/UX, new media, graphic design and front-end development, and a deep interest in creatively solving problems. A natural team player who can work closely with a multi-disciplinary team to create better interfaces and user experiences, making the web, applications and technology easier for users.

HIGHLIGHTS:

- In-depth knowledge of design processes creating personas, storyboards, task flows, wireframes, high-fidelity mockups, and prototypes.
- Excellent typography, grid design, visual hierarchy and branding design skills.
- Ability to conduct quantitative and qualitative user research.
- Good understanding of usability testing, A/B testing, split testing.
- Proficient with Adobe Creative Suite, Sketch, Prototyping Tools, HTML/CSS, JavaScript.

Experience

Salesforce

Ignite UX Designer
June 2017 - Present
Tokyo, Japan

Inflection

Product Designer
March 2014 - April 2016 (2 years 2 months)

- In charge of PeopleSmart product development, providing practical user flow and clean user interface with market research, analysis, wireframe, high fidelity mockup and prototype on both desktop and mobile platforms.
- Translated user needs and business requirements into features and functionality.
- Conducted split test and user research to drive user experience improvement.
- Provided exhaustive visual site audits and developed product style guides to make the user experience smoother and consistent across the product.
- Led inflection branding projects to conceptualize designs for the logos, illustrations, brand items and print/web materials.

SCRAP Entertainment Inc.

UX/UI Designer

September 2013 - February 2014 (6 months)

- Led end-to-end web process, providing wireframe and visual mockup, and coded an event website and collaborated closely with stakeholders.

btrax, Inc.

UX/UI Designer

August 2013 - January 2014 (6 months)

- Designed a room booking system application for Android and Windows 8; improved the booking flow and localized the user interface for the U.S. market.

Contract / Freelance

UX/UI Designer

August 2012 - August 2013 (1 year 1 month)

Consult with the client to ensure their needs and delivered a full lifecycle of User Experience, User Interface, and Front End Development to contribute to business growth.

- Yessir! LLC corporation website · Chien-Lang Antique eCommerce website
- Motion graphic opening video in After Effect for the typography design event

Education

International Technological University

Master's Degree, Digital Arts · (2016 - 2017)

The Interaction Design Foundation

Professional Education, User Experience and Interaction
Design · (2016 - 2016)

Academy of Art University

Bachelor of Fine Arts (BFA), Web Design & New Media, Web Design & New
Media · (2009 - 2013)

General Assembly