Emu Sauve

Phone: (778) 922-4559 | Email: em.kiuchi@gmail.com | Victoria BC |
LinkedIn: /emu-sauve | Portfolio: https://emusauve.github.io/portfolio/

A junior UX/UI designer interested in creating delightful connections between users and digital products, bringing value to people and businesses. Hard work, curiosity, and an obsessive attention to detail define me. My strength lies in empathy and seeking users' needs from 4+ years of experience working closely to customers in customer service positions.

TECHNICAL SKILLS

UX research:
User interviewing & surveys·Persona creation·Usability testing·Storyboarding·Journey mapping·Affinity diagrams·Empathy maps·Competitive analysis

Design:
Wireframing·High Fidelity Mockups·Rapid Prototyping·User flows·Visual design·Style guides & libraries

Development:
HTML·CSS·JavaScript·JQuery·Bootstrap·GitHub

Tools:
Figma·Adobe XD·Illustrator·Photoshop·InVision·Miro·Wix

PROJECTS

Eva: Plant care mobile app design project   **2020**

As a design challenge in a UX/UI bootcamp, our team designed a personal assistant app which helps novice plant owners better understand plant care and gain confidence in their abilities.

- Conducted quantitative and qualitative user research and synthesized data into an affinity diagram.
- Created a user persona, insight statement, and problem statement to align our team's understanding of the problem and target users.
- Brainstormed features using Miro and prioritized them based on user needs and business needs.
- As the group's design lead, created low to high fidelity wireframes and prototypes using Figma and conducted several rounds of user testing.

ISC: Government agency responsive website redesign project   **2020**

Redesigned Indigenous Services Canada (ISC)'s current website with an improved navigation system and user-friendly content/layout (personal project).

- Tackled overwhelming, information dense content by showing only the relevant information for the current page, and allowing the user to see more detail if required.
- Simplified and organized a new navigation system by creating a site map based on the results of a card-sorting process.
- Validated problem assumptions by conducting two rounds of user testing on the existing website and analyzing data.

- Iterated four times on responsive prototypes using Figma based on three different types of user testing (5-second test, qualitative user test, and quantitative user test with Maze).
- Documented design guideline as a UI style guide.

Pollution Probe: Non-profit organization website redesign project   **2021**

As a team, we redesigned and organized an environmental conservation group's content-heavy website to visually communicate their goals, history, and brand.
- Discovered both organizational needs and user needs by interviewing an organization representative, interviewing potential users, and surveying classmates.
- Analysed competitors to learn about their strengths and weaknesses to consider when creating wireframes and prototypes.
- Designed a new organization logo to modernize while maintaining their original theme and color, at the representative's request.

RELEVANT WORK EXPERIENCE

Brand New Way (VIctoria, BC)   July 2018 - March 2020
Educational Counselor & Visual Designer
- Reorganized the existing company website content, created a new sitemap, and designed a new series of pages using Wix.
- Arranged information-dense content into monthly flyers with easily digestible and visually attractive designs with Illustrator and Photoshop. Made different design and layout decisions monthly to create variety for readers, which received positive feedback from students.
- Grew the company's Instagram followers by 1,000 by posting creative content with Illustrator, including creating a reusable set of vector-based characters and layouts. Documented how to make posts using these materials for other employees.
- Met with international students to understand their specific needs and problems and offer some personalized solutions.
- Managed time between multiple roles and ongoing tasks as a receptionist, counselor, homestay coordinator, seminar presenter, and designer.
- Regularly held online informational seminars with students.

Webright (Tokyo, Japan)   April 2012 - July 2014
Web Designer
- Created website imagery and layout designs based on customer requirements, iterating and working closely with the sales team to produce results the customer is happy with.

EDUCATION

Certificate, UX/UI, University of Toronto   March 2021
Bachelor of Digital Design, Tokyo Polytechnic University   January 2011