

Seira Yasumatsu

Creative problem solver and goal oriented product designer who identifies the right problem to solve and thrives to provide design experiences with empathy for the real users.

CONTACT

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AWARDS

Sodexo Scholarship

San Francisco State University
November 2017

Stanford Design Challenge

Stanford center of longevity
April 2018

SKILLS

Visual Design
UX/UI Design
User Research & Testing
Personas & User Stories
Brand Strategy & Identity
Information Architecture
Wireframes
Prototyping & Usability Testing

TOOLS

Adobe Creative Suite
Figma
InVision
Maze
HTML, CSS, & JavaScript
GitHub
Balsamiq
SolidWorks & Rhino3D

PROJECTS

behub | iOS Prototype and Marketing Site

Designed to help users to manage and organize a family's schedule and content by collaborating among family members. Used Invision and Maze for user research and testing and Figma for prototyping. [behub](#)

STEMA++ | Web Prototype and wearable device prototype

Designed a platform for educators, parents, and girls to create a STEM community with wearable devices. Web Prototype created with Adobe XD and Adobe Creative Suite.

EDUCATION

Bloc | 2018—2019

User Experience & Front End Development Apprenticeship

San Francisco State University | Class of 2018

BS in Industrial Design

Diablo Valley College | Class of 2012

AS in Early Childhood Education

EXPERIENCE

Bloc

UX Design & Front End Development Apprenticeship | 2018—present

- Designed and developed iOS and web prototype using Figma and Adobe Suite
- Conducted user-surveys with 40 potential users and performed survey analysis
- Created a design guide style that was used across multi-platforms
- Packaged deliverables to hand off to an engineering team
- Developed a responsive and intuitive website by using HTML, CSS, and JavaScript

Stanford Center of Longevity Design Challenge

UX/Product Design | Sep 2017—April 2018

- Designed and developed a versatile garden station following the design process
- Iterated the design based on user research, user feedback, and user testing
- Designed and delivered visual and graphical presentations for over 100 people

Growing Light Montessori School

Early Childhood Educator & Creative Director | Mar 2010—May 2014

- Implemented activities, toys, and materials based on children's interest and needs
- Planned and introduced a better design system for the afternoon-care transition