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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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

AWARDS

Sodexo Scholarship
San Francisco State University
November 2017

Stanford Design Challenge
Stanford Center of Longevity
April 2018

PROJECTS

behub | iOS Prototype and Marketing Site   *behub*

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.

STEMA | Web Prototype and wearable device prototype   *STEMA*

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 I Oct. 2018—June 2019

- 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 style guide 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 I Sep. 2017—Apr. 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 I 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