

# 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

- 📞 415.606.2993
- ✉ seiray117@gmail.com
- 📍 San Francisco, CA
- 📧 [seirayasumatsu.com](mailto:seirayasumatsu.com)
- 🌐 [linkedin](https://www.linkedin.com/in/seiray117/)
- 🐙 [github.com](https://github.com/seiray117/)

## 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

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 | 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 | 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 | 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