

# Seira Yasumatsu

Product Designer in San Francisco, CA

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## I am

Creative problem solver and collaborator with a thoughtful approach to challenges and a background in education. Thrives to provide User-Centered design with technical knowledge in an agile environment.

## Skills

UX/UI Design	Info Architecture
User Research	Brand & Identity
User Testing	Rapid Prototyping
Graphic Design	Usability Testing
Personas	Wireframes
User Stories	3D Design
Mobile Design	Visual Design

## Software

Photoshop	Balsamiq
Illustrator	Solidworks
InDesign	Rhino3D
Figma	HTML/CSS
Adobe XD	JavaScript
Invision	Github
Maze	

## Award

### Stanford Design Challenge

1 of 3 recipients out of a group of 70 submissions representing 42 universities in 19 countries to win an award for the garden station, "Gather"

## Education

Bloc,

### User Experience & Front End Development Apprenticeship

October 2018 - June 2019

San Francisco State University,  
**BS in Industrial Design**

August 2015 - May 2018

## Experience

Bloc

### UX/UI Designer and Front-End Developer

Apprenticeship | October 2018 - June 2019

- Executed UX and UI design process from concept to delivery of project to create a family collaboration mobile app for a centralized resource for a busy family
- Used Google Forms and interviews with 40+ potential users to identify pain points and opportunities to optimize the mobile app's experience
- Created a design system of 30+ components that reduced technical debt for both designers and engineers

### Stanford Center of Longevity Design

#### Product Designer

Palo Alto, CA | September 2017 - April 2018

- Designed and built a versatile garden bench that made it possible for the elders with disabilities to continue gardening
- Worked closely with 50+ elders and visited multiple senior centers and homes to design a product that won a 3rd place award at Stanford Design Challenge
- Crafted and delivered a presentation to over 100+ people which raised \$1000 for prototyping

## STEMA

### Product Designer

San Francisco, CA | January 2018 - April 2018

- Designed a web application for educators, parents, and girls to create a STEM community that encouraged girls interest in the STEM field
- Collaborated with a panel of experts in the STEM field, local schools, and girls age 13+ and community to conduct user research, interviews with 40+ to evaluate pain points and product development
- Researched and identified multiple user pain points by examining more than 1,000 pages of data to create 3 unique user personas
- Designed and built a wearable 3D prototype that increased retention and engagement of girls and their involvement in the STEM field

## Other Work

Growing Light School

### Early Childhood Educator & Creative Director

Moraga, CA | March 2010 - May 2014