Seira Yasumatsu

Product Designer in San Francisco, CA

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Profile

Empathetic Product Designer and creative problem solver with a background in education.

Skilled in UX/UI design, accessibility, and human-centered design. Combines technical knowledge with collaborative design thinking to craft intuitive, inclusive experiences that drive meaningful impact.

Skills

Design:
UX/UI Design, Visual Design, Design systems, Accessibility (WCAG)

Research:
User Interviews, Usability Testing, Personas, Info Architecture

Technical:
Figma, Adobe Suite, HTML/CSS, JavaScript, GitHub, VS Code

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

"Passionate about designing tools that empower people of all abilities to thrive."

Experience

TeachMeMedical
Principal Product Designer
Buffalo, NY (Remote) | June 2024 - Present

- **Led end-to-end UX/UI design** for an AI-driven digital health platform, transforming complex medical reports into clear, patient-friendly explanations that improved comprehension and engagement by over 40% in user testing.

- **Designed multilingual web and mobile app interfaces** that improved accessibility and reduced cognitive load, helping diverse global users better understand medical information.

- **Partnered directly with the CEO and development team** to implement trust-centered, accessible design solutions that boosted user confidence and platform credibility, reflected in a 25% rise in returning users.

IPMD
Senior UX/UI Designer
San Mateo, CA (Remote) | March 2023 - October 2025

- **Defined the emotional UX framework** for an AI companion that interprets microexpressions, tone, and language, creating experiences that foster empathy and psychological safety.

- **Collaborated with 20+ cross-functional experts** to align AI behavior, interface design, and human coaching features into a cohesive hybrid support model.

- **Transformed abstract emotional insights into actionable product design,** enhancing user trust, retention, and engagement for individuals managing anxiety and burnout.

TogetherWell
UX/Product Designer
Oakland, CA (Remote) | *May 2021 - March 2023*

- Collaborated with CEO and cross-functional team to refine product strategy and improve market fit for a mental health platform.

- Redesigned membership and workshop flows, simplifying navigation and contributing to growth in paid user conversion.

Bloc
UX/UI Designer and Front-End Developer
Apprenticeship | *October 2018 - June 2019*

- Designed and developed a family collaboration app through user research with 40+ participants, shaping user-driven features and workflows.

- Created a design system of 30+ components that reduced technical debt for both designers and engineers.