

# Taira Asakura

UI/UX Designer focused on translating business needs into clear, user-friendly solutions

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## Relevant Experience

Web Designer/Project Manager · **Silk Commerce** Sept 2024 - November 2024

### Web Designer:

- Designed and led the creative direction of websites and applications across diverse industries using Figma, ensuring alignment with client brand identity and business goals
- Contributed to reduce the cart abandonment rate by 25% by collaborating with clients and developers to translate complex business requirements into an interactive user experience

### Project Manager:

- Directed full lifecycle Shopify B2B and B2C implementations by coordinating cross-functional teams and maintaining clear scope and milestones, while managing and designing a mobile app end to end that launched an AR-based feature improving customer-sales communication by 20%.
- Facilitated discovery sessions and produced detailed technical documentation—including user stories, workflows, and acceptance criteria—while guiding multidisciplinary teams to deliver optimized e-commerce solutions aligned with business goals

Product Designer · **Icarus Development** June 2024 - Sept 2024

- Led the conception, planning, and prototyping of a calendar-sharing app aimed at improving user experience for efficient scheduling and collaboration
- Designed intuitive workflows and interfaces that streamline shared calendar management
- Converted finalized designs into functional code for both iOS and Android platforms

Marketing & Online Strategist Intern · **Lily Forbes** June 2023 - July 2024

- Increased engagement and online sales by 5% through designing a visually appealing and user-friendly e-commerce website
- Researched potential partners with similar customer base to expand its presence
- Increased followers on Instagram by 10% by actively capturing and uploading videos and photographs of the new season's launch

Marketing Design Intern · **The Foundation** July 2023 - Sept 2023

- Supported marketing efforts for clients, Kappa sportswear brand and Mori Leaf iced tea brand
- Increased Instagram engagement by 15% and sales by 8% for Kappa through a strategic content plan, collaborating with the marketing team, directing photo shoots, researching successful campaigns, and creating mood boards
- Solely designed concept soccer jerseys for each MLS team for potential partnerships
- Increased sales revenue by 3% by creating presentations for premium grocery stores like Erewhon and Sprouts

## Skills

**Figma**

**HTML, CSS, Javascript**

**Shopify, Big Commerce**

**Web Design**

**Prototyping**

**Project Management**

## Education

**University of California, Davis**

Bachelor of Arts in Design

Technology Management Minor

## Selected Projects

### **Site Optics**

Designed the website focusing on SEO using Figma

### **Design Challenge**

Designed the website focusing on SEO using Figma

## Interests

Tennis, snowboarding, rock-climbing, dj, fashion, coffee tasting,