

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