

UX/UI/Product/Visual Designer

Japanese/English bilingual cross-cultural UX Designer familiar in front-end web development.
I enjoy creating intuitive and effective products through gathered insights and direct observation.

UX/UI

Competitive evaluation, Concept modeling, Heuristic evaluation, High/Low fidelity prototyping, Interviewing, Personas, Scenarios, Sitemaps, Sketching, Surveying, Task Flows, Usability testing, Wireframes.

WEB PRODUCTION

HTML/CSS, Bootstrap, Website Creation on CMS platforms (Wordpress and Squarespace), Project Management.

VISUAL DESIGN

Branding, Color Theory, Logo Creation, Package Design, Print, Brochure, Postcards, Book Cover, Booklet.

WORK HISTORY

UX/UI/Product Designer (2017 - Present)
Freelance (San Francisco)

National Council of Jewish Women San Francisco Section (NCJWSF) (2018 to Present)

- Website redesign on CMS platform. (Squarespace)
- Work closely with product management and collaborated with design team.
- Gather requirements from client and conducted survey to discover user needs.

DUO Creative Communications (2017)

- Lead front-end development using tools including HTML, CSS, Bootstrap.
- Develop detailed product design documentation that effectively communicates interaction and design ideas to client.

earthfire arts studio (November 2017 to February 2018)

- Translate raw business requirements into wireframes, screen mock-ups and prototypes.

Asima Arif (December 2017 to Present)

- Website design on CMS platform. (Wordpress.org)
- Responsible for the graphic design and implementation of artist's website including navigation, writing CSS and optimization of web graphics.

Other Projects

SPUR (September 2016 to December 2016)

- Work on mobile application and website.
- User Research, persona creation, competitive analysis, scenarios, task flows, sitemap, prototyping, wireframe.
- Conduct usability testing before and after the design.

Visual/Web Designer (2012 - 2016)
Freelance (San Francisco)

National Japanese American Historical Society (2015 - 2016)

- Designed print materials - brochure, booklet, postcards, flyers.
- Provided web assets - edited graphics and photographs.

Excalibur Books (December 2014 to March 2015)

- Designed book cover "Whatever Happened To Jason?" by Jamie Carter.

Nihonmachi Little Friends (2012 to 2014)

- Designed DVD slips and 60 pages year book.

Graphic Designer (2000 - 2006)
Freelance (Tokyo, Japan)

- Designed graphic elements, package design, assets, and visual treatments. Clients include SONY music entertainment, Toshiba EMI, Polydor, and MUJI.
- Conveyed design concepts and deliverables to business partners.

TECHNICAL SKILLS

Adobe Creative Suite
HTML/CSS
Sketch
InVision
Balsamiq
Flinto

EDUCATION

TOYO UNIVERSITY (Tokyo, Japan)
BS in Philosophy
City College of San Francisco
Visual Media Design