

# Mizuho Takahashi

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## UX/UI/Product/Visual Designer

Experienced Product/UX/UI designer with basic knowledge in front-end web development. I am passionate about creating intuitive and effective products through gathered insights and direct observation.

### Objective

I am seeking a position as a UX/UI/Product/Visual Designer.

My aim is to create better interfaces and experiences, making the web, application and technology easier for the user.

### Work History

#### UX/UI/Visual Designer (2015 - Present)

##### *Freelance*

- Website design
- Booklet, brochure, postcards and other print design

#### Graphic Designer (2000 - 2005)

##### *Freelance (Tokyo, Japan)*

### Experience

#### Visual Design

Designed graphic elements, assets, and visual treatments.

#### Prototyping

Prototyped visual design concepts, and provided solutions for a new navigation system, resulting in a better user experience.

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

#### Web Production

Took charge of front-end development using tools including HTML, CSS, Bootstrap.  
Website Design on CMS platforms (Wordpress, Squarespace)

#### UX/UI Design

Conducted usability testing before and after the design.  
Developed Scenarios and Use Cases.  
Defined information architecture.  
Gathered requirements from clients and conducted survey to discover user needs.

#### Branding

Conveyed design concepts and deliverables to business partners through in-person and remote presentations as well as through detailed and easily understood documentation.

#### Print

Worked closely with the product and marketing teams to establish and maintain the visual integrity.

### Skills

Web Site & Multimedia Design  
User Research & Persona Creation  
Wireframe Production  
Information Architecture  
Usability Testing  
HTML and CSS  
Typography

### Tools

Adobe Creative Suite  
Sketch  
InVision  
Flinto

### Language

English  
Japanese

### Education

#### *TOYO UNIVERSITY (Tokyo, Japan)*

BS in Philosophy

#### *City College of San Francisco*

Visual Media Design

### Other Experience

#### *Japanese Language Teacher (2012 - Present)*

Woodside International School