

# MIZUHO TAKAHASHI

mzhabj@gmail.com  
(415)518-2146

## UX/UI/Product/Visual Designer

I am a 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

### Product/UX/UI Designer (2017 - Present)

#### *Freelance (San Francisco)*

- Translate raw business requirements into wireframes, screen mock-ups and prototypes.
- Work closely with product management and collaborated with design team.
- Gather requirements from clients and conducted survey to discover user needs.
- Work on mobile application and website.
- User Research, persona creation, competitive analysis, scenarios, task flows, sitemap, prototyping, wireframe.
- Develop detailed product design documentation that effectively communicates interaction and design ideas to client.
- Website design on CMS platforms. (Wordpress and Squarespace)
- Lead front-end development using tools including HTML, CSS, Bootstrap.
- Conduct usability testing before and after the design.

### Visual/Web Designer (2012 - 2016)

#### *Freelance (San Francisco)*

- Website Recreation.
- Designed print materials - brochure, booklet, postcards, flyers.

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

---

## TECHNICAL SKILLS

Adobe Creative Suite  
Sketch  
InVision  
Balsamiq  
Flinto

## EDUCATION

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