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# Asami Tsuchiya

Product Designer

## Contact

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## Skills

- Art direction
- Design thinking
- Problem solving
- User research
- UI/UX design
- Wireframing
- Prototyping
- Industrial design
- Interior design
- Graphic design
- Print design
- English (fluent)
- Japanese (native)

## Tools

- Adobe Creative Suite
- Figma, Figjam
- Sketch
- HTML/CSS
- Sublime Text
- Miro
- Notion
- Microsoft Office
- Google Suite
- Keynote
- Vector Works

## Awards

- First prize for graduation art work 2002
- Honorable mention in the Karuizawa candle design competition 2001
- First prize for urban design competition for Tenryu City 2000

## Miscellaneous

- Reading books (history & suspense)
- DIY
- Exercise on Peloton
- Studying Russian for 3 years

Hello! I'm a New York based designer with 15+ years of experience in industrial and digital design, flawlessly executing projects from concept to completion

## Work Experience

**Freelance Designer** | Various Clients 2016 - Present

**Product Design, E-commerce Design** New York

- Created detailed target user personas, user flows, wireframes, prototypes; iterated on UI/UX design for a legal web app; worked closely with a developer for implementation
- Designed product pages for an e-commerce website that provides US merchandise to Japanese customers; implemented HTML/CSS and updated product pages regularly

**Interior Design** New Jersey / Tokyo (Remote)

- Interviewed individual clients in NJ to identify their needs and problems, created mood boards, translated needs into a design and iterated designs to meet clients' goals (bathrooms and kitchens)
- Created detailed interior plans including mood boards, materials and color schemes aligned with the brand's design system for a luxury car garage apartment in Tokyo

**Graphic Design** Tokyo (Remote)

- Designed brand catalogs, brochures, print ads and business cards for various clients

**Senior Designer / Art Director** | infist Design co.,Ltd 2007 - 2015 Tokyo, Japan

**Industrial Design, Interior Design**

- Responsible for managing and designing a variety of projects and brands from conceptual ideas to finished products such as furniture, products for musicians, luxury car garage apartments, etc.
- Directed and designed interior and exterior plans including mood boards, detailed design sheets; created color schemes for various clients (stores, homes, apartments, etc.); worked with architects and contractors to execute accurate deliverables
- Collaborated with clients' project teams to gain insights into their needs to improve quality of work

**Brand Design, Graphic Design**

- Led and created catalogs for various clients to help drive revenue
- Directed photo shoots with visual sheets and time tables to allow the team to work more efficiently
- Managed the process to build brand identities for various clients to convey their philosophy

**Furniture and Graphic Designer** | MK Maeda Furniture co.,Ltd 2002 - 2007 Shizuoka, Japan

- Designed furniture for the in-house brand as well as external clients; worked closely with stakeholders
- Curated build materials; checked samples; communicated with manufacturers (including off-shore)
- Decorated showrooms for all seasonal exhibitions to enhance the value of the in-house brand
- Created presentation materials for salespeople to communicate more effectively to clients
- Designed easy to understand customer facing leaflets for the in-house brand's furniture
- Oversaw photo shoots for the in-house brand's catalogs

## Education

**Google UX Design Professional Certificate** | Google 2022 Online

Foundations of UX Design / UX Design Process: Empathize, Define, and Ideate / Wireframing and Low-Fidelity Prototyping / Conduct UX Research and Test Early Concepts / High-Fidelity Prototyping / Responsive Web Design

**General English** | St. Giles International 2016 - 2018 New York

**Diploma in Industrial Design** | Shizuoka Professional Design School 1999 - 2002 Shizuoka, Japan

Focusing on furniture design, graphic design and branding

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