



CHIERI WADA

Product Designer

chieriwada.com | wada.chieri@gmail.com | 510-754-2906

SUMMARY

Bay Area-based designer combining backgrounds in business, education, and anthropology to create delightful and impactful digital experiences



SKILLS

Design

Wireframing & Prototyping
UI Design
Interaction Design
Branding

Research

User Research & Testing
Market Research
Competitive Analysis

Languages

HTML5 / CSS3
JavaScript
jQuery
Japanese (Native)
Spanish (Conversational)



TOOLS

Adobe Creative Suite
Sketch
Figma
InVision
Balsamiq

PROJECTS

Kyodo — Cloud Sharing App

DECEMBER 2018 - APRIL 2019

- Kyodo is a cloud app designed to help freelancers easily share files and collaborate with their clients
- Existing products lacked ability to approve or reject files
- Solution comprised of effective organization, ease of sharing, and feedback capability



EXPERIENCE

Sales & Marketing Representative — DNP America

APRIL 2017 - JULY 2019 | SAN JOSE, CA

- Manage stages of product cycle from development to mass production
- Conducted competitive analyses for our products to strategize best development plan
- Improved shipment leadtime from 12 weeks to 5 weeks through iteration based on customer feedback
- Launched new product that generated over \$12 million in revenue

Graphic Designer — Freelance

OCTOBER 2016 - PRESENT | SF BAY AREA

- Creatively reflected client values in design solutions ranging from logos, print flyers, and social media graphics



EDUCATION

Soka University of America, 2010-2014

BA, Liberal Arts, Social & Behavioral Sciences Concentration

Bloc, 2018-2019

UX/UI Design and Frontend Development