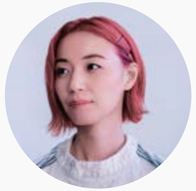
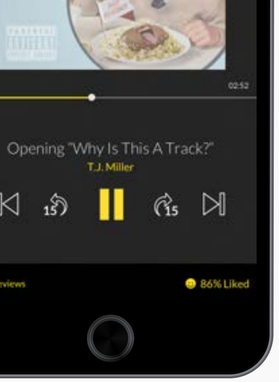
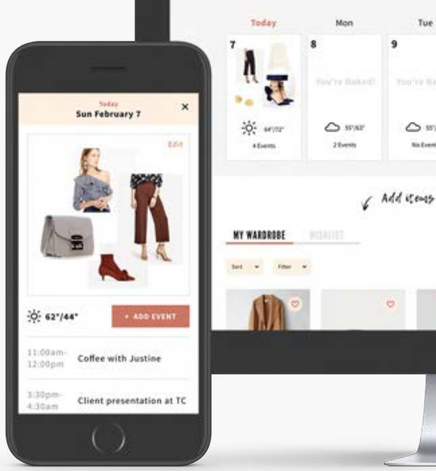
Namika  is a San Francisco based Brand Designer.

With over 10 years of experience in product, branding, and communication design. I’m currently working for All Turtles, a fully distributed product studio.





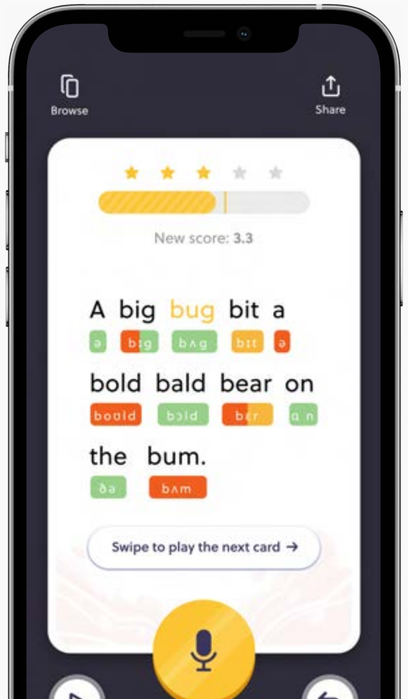
MY PASSION

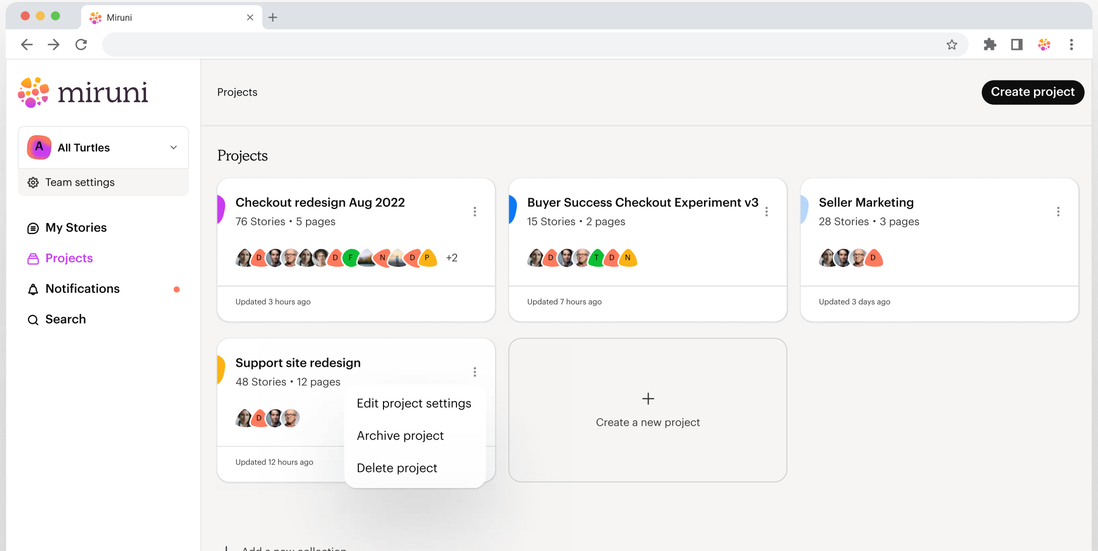
To intertwine brand and product design seamlessly

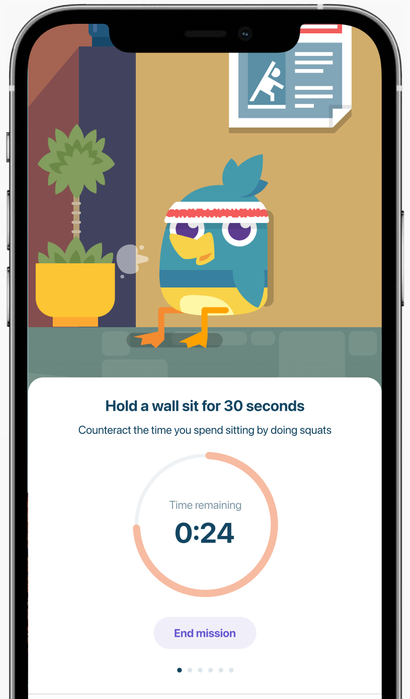
Twisty Tongue

vitally

miruni







2018

Kipp

Financial app

Brand Identity
Brand Guideline
Visual Design

2020

Vitally

Healthcare habit modification app

Visual Identity

2022

Sora Union

Globally distributed creative partner

Brand Identity

2022

Miruni

Visual feedback tool

Brand Identity
Brand Guideline
Design System
Visual Design

2023

mmhmm

Video call app

Marketing website

EXPERIENCE AS A PRODUCT DESIGNER

2016

LiBzCAREER

Job search marketplace

Growth design

2017

Laughly

Comedy streaming iOS app

Browse

2017

Wonolo

On-demand staffing mobile app

Redesign Android app

2017

Finery

Wardrobe operating system

Dashboard renewal

2019

Twisty Tongue

Edutainment iOS app

Prototyping
Visual design

2019-2021

Vitally

Healthcare iOS app

Concept prototype

2022

Miruni

Visual feedback tool

Browser extension
Prototyping
Growth

2022

Cloaked

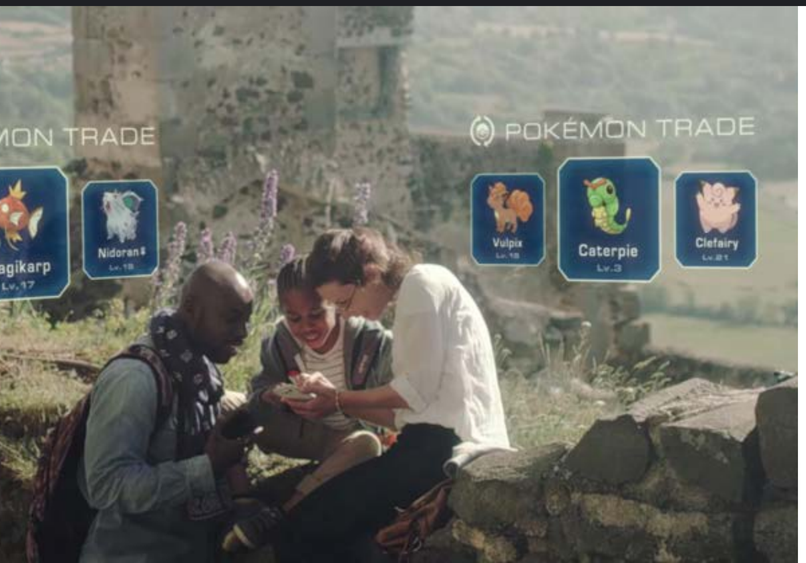
Generating identity app

Mobile onboarding
Prototyping

MY EARLY EXPERIENCE WAS

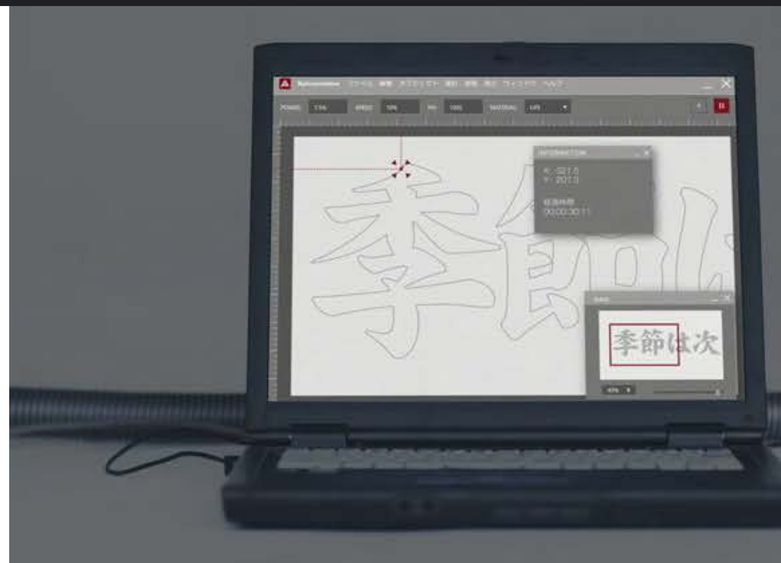
Communication & UI design for branded content

Pokémon GO



Google Play

Music Video



I’M ALSO A

Published book author

“How might we learn English
as a designer?”

デザイナーの英語帳

was published in 2020 and helps Japanese designers learn English. It was also translated and published in Korea and is read by English speakers who want to learn Japanese as well.

ON THE SIDE

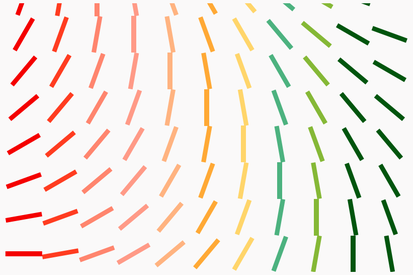
Creating patterns

I was featured on Figma Blog.

MY DESIGN PRINCIPLES

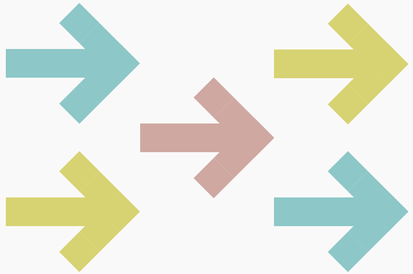
Never work alone

I collaborate cross-functionally with product managers, engineers, user researchers, stakeholders, and fellow designers. My commitment to sharing work early and regularly encourages insightful feedback and productive discussions.



Be a visual thinker

I transform complex ideas into comprehensible visuals, facilitating progression and discussions. My exploration of various visual paths and information architecture patterns has been invaluable in my work.



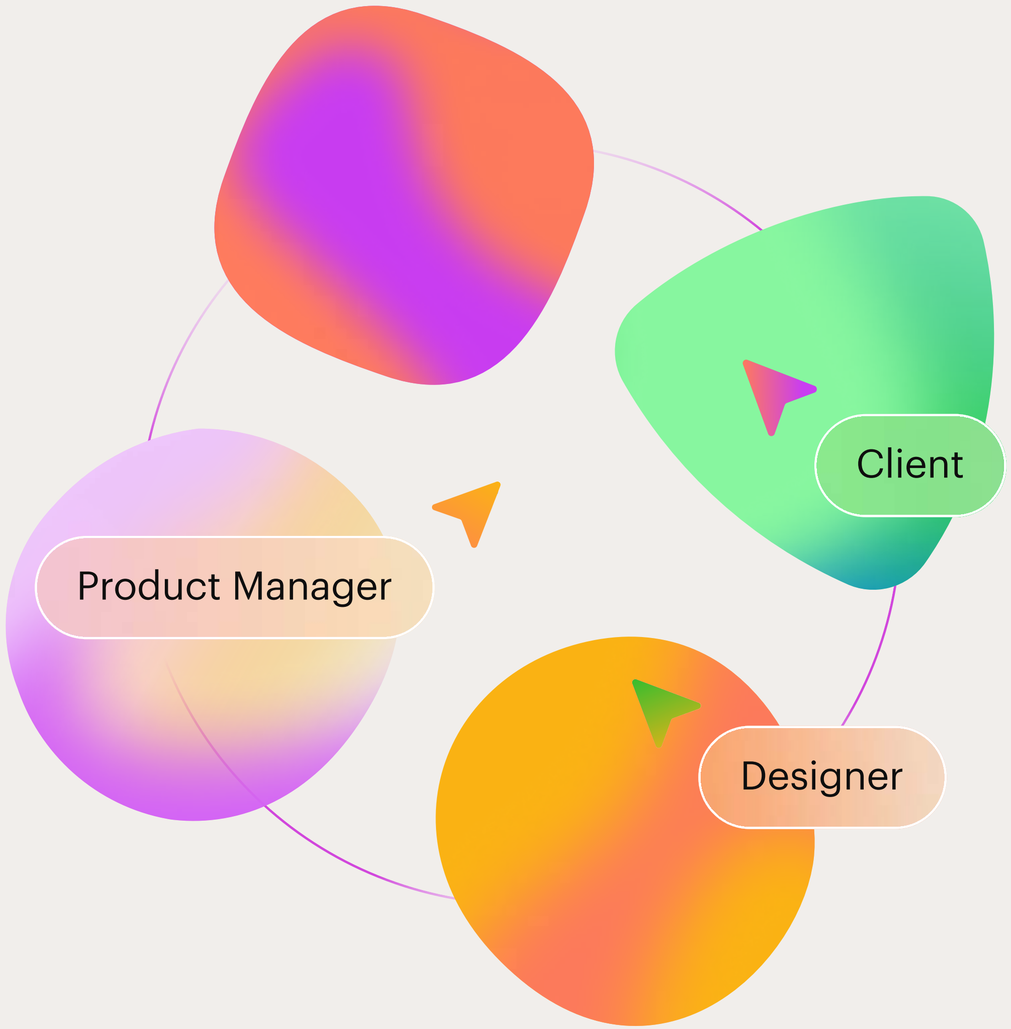
Be practical

Staying realistic about the scope of work is central to my approach. I maintain a focus on creating clean, consistent designs. My contributions to design systems not only foster consistency across brands and products but also enhance overall efficiency.

SELECTED WORK

Miruni

Miruni is a collaborative tool that helps teams seamlessly submit and resolve visual feedback, bugs, and ideas on any web software. No clumsy screenshots, spreadsheets, or code installation required.



ROLE
Senior Brand & Product Designer

YEAR
2022

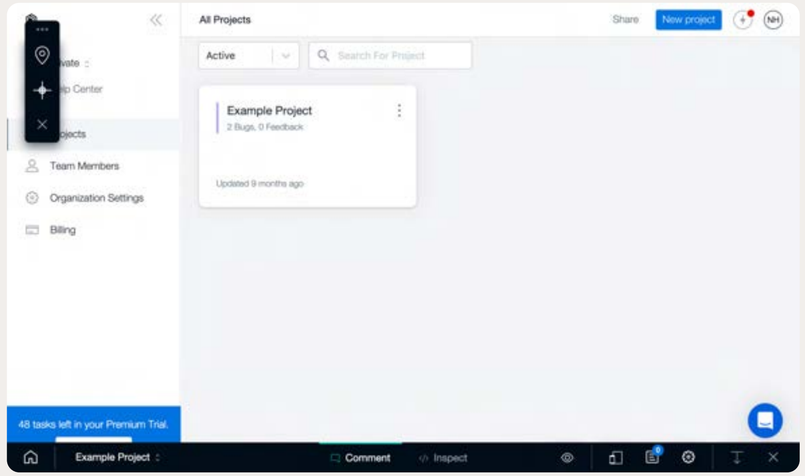
TEAM
Brand Design Director @All Turtles
Brand Designer @All Turtles

DELIVERABLES
Brand Guidelines
Design System
User flow
Mockups
Visual design
Prototype

Built a new brand by turning the best of existing products Toybox and BugReplay—into a new experience

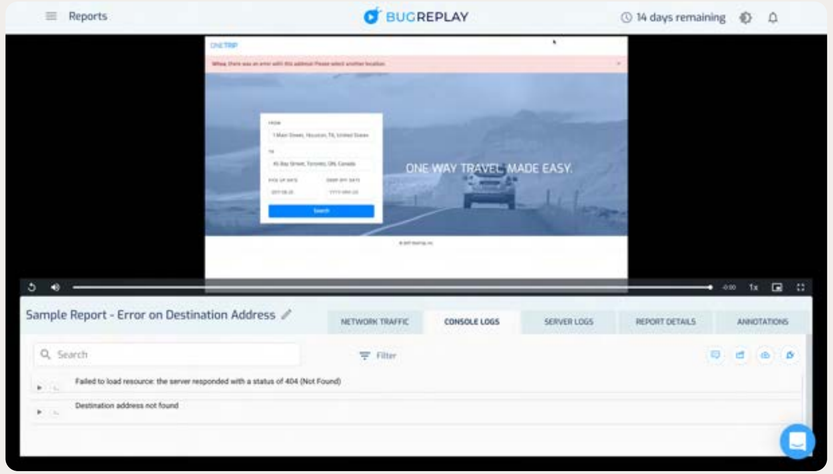
Toybox and BugReplay joined forces to rebrand, design, and build Miruni with a new vision.

TOYBOX



+

BUGREPLAY



Naming + Identity

The Miruni identity is based on the concept of a ‘pane of glass.’

Miruni’s name is derived from murrine, the process of layering individual strands of glass to create beautiful patterns and images.

Each strand has a unique shape of its own, and the brand mark and language convey a sense of individuality, variety, and communication as clear as a pane of glass.

miruni

Color Palette

Our Color

Solé 100 RGBA(251,179,20,1) #FBB314	Solé 40 RGBA(253,225,161,1) #FDE1A1	90	80	70	60	50	40	30	20	10	Monochrome Grey 100 RGBA(246,245,244,1) #F6F5F4
Corallo 100 RGBA(254,122,93,1) #FE7A5D	Corallo 40 RGBA(255,202,190,1) #FFCABE	90	80	70	60	50	40	30	20	10	Dark Plum 100 RGBA(58,42,60,1) #3A2A3C
Fuchsia 100 RGBA(201,61,241,1) #C93DF1	Fuchsia 40 RGBA(233,177,249,1) #E9B1F9	90	80	70	60	50	40	30	20	10	Black 100 RGBA(17,17,17,1) #111111

In the process of establishing the brand identity, I delineated three distinct colors for the logo. To determine the accent color for the product, I conducted an accessibility test anticipating that this accent color would be used for links or highlights.

TERTIARY
Solé
26%

SECONDARY
Corallo
32%

PRIMARY
Fuchsia
42%

h1.styles__Title-sc-1atx69y-5.jrmzUn

```
-webkit-font-smoothing: antialiased;
background-color: #ffffff;
color: #2e3c4a;
font-size: 40px;
font-weight: 700;
line-height: 100%;
margin: 0px;
margin-bottom: 24px;
margin-top: 0px;
max-width: 692px;
min-height: 100vh;
overflow-x: hidden;
padding: 0px;
padding-top: 10px;
width: 100vw;
```

691.9x190 · 11.28:1 · AA · AAA

Example of typography and color in use

The typography chosen to the brand is meant to strike a balance between friendliness and seriousness— a kind authority.

miruni

Products Teams Sign i

Welcome to the easiest way to collaborate, inspect, and manage ideas

Miruni works on all browse installed on local, staging a websites. No matter the pl environment, Miruni has yo

Connect

Gather feedback anywhere

Miruni works on all browsers and can be installed on local, staging and live websites. No matter the platform or environment, Miruni has you covered.

Shape Language

Designers

Notice a UI bug? No worries.

Leave a comment directly on your site and automatically send it to your devs in seconds. Pixel-perfection is now possible.

Developers

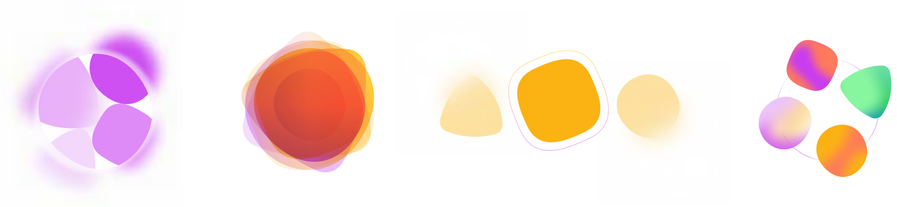
Make sure you have all the info needed to reproduce and resolve any issue.

View browser data, viewport sizes, URLs and more.

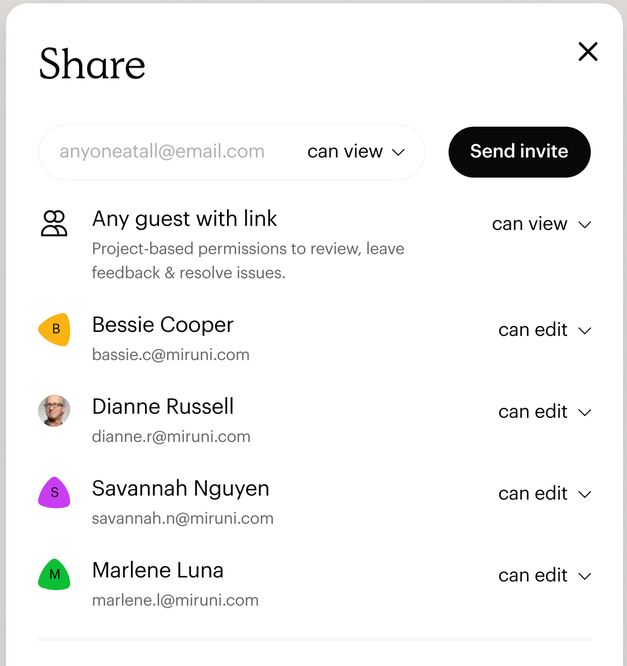
Clients

Gathering feedback from your clients has never been easier.

No installation or downloads needed. Simply send your clients a URL and le the feedback roll in.

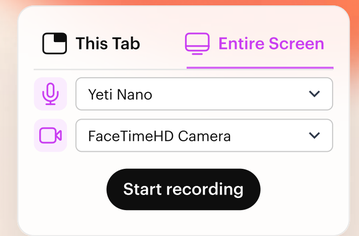


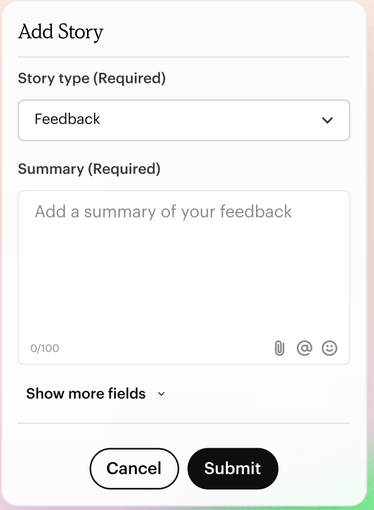
Clarity / Inspect | Collaborate | Track / Manage | Teamwork

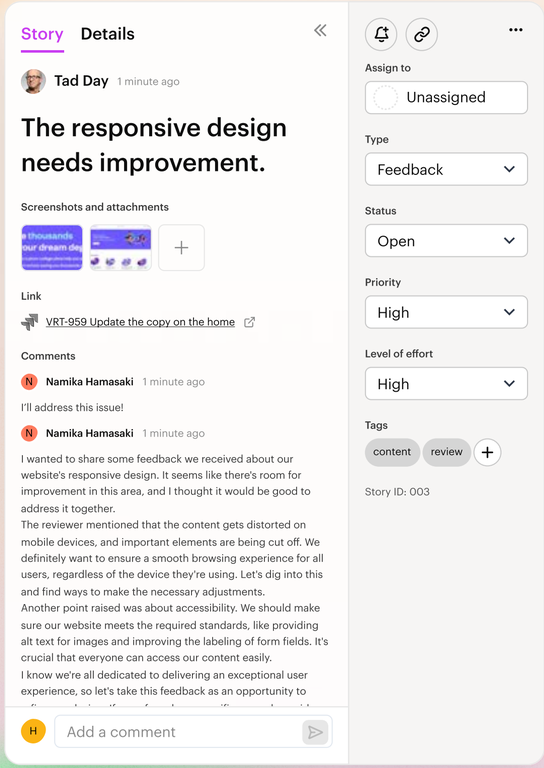


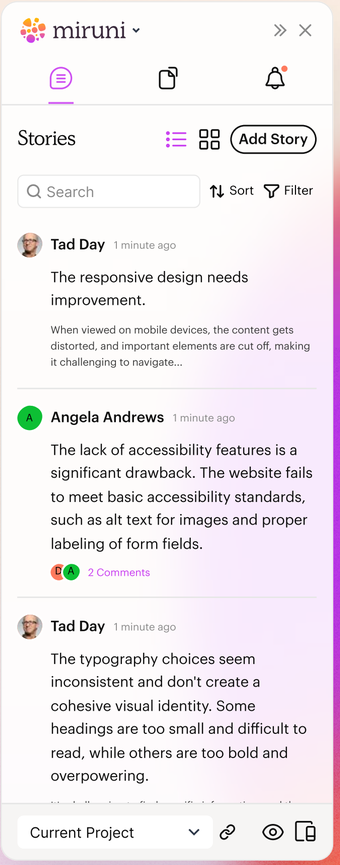
The shape language for Miruni is conveying its brand personality and support creating visuals across the end-to-end experience, from marketing websites to avatar assets in the product.

Browser Extension









Infusing the brand’s essence into the product. Miruni's core concept revolves around communication as clear as a 'pane of glass.' To embody this in the product, I designed the visuals with semi-transparent and blur backgrounds for each panel component.

Cards & Tag colors

Website Bug Bounty Hunt
15 Tasks
4 Assigned
Updated 12 hours ago

Website Bug Bounty Hunt
15 Tasks
4 Assigned
Updated 12 hours ago

Website Bug Bounty Hunt
15 Tasks
4 Assigned
Updated 12 hours ago

Website Bug Bounty Hunt
15 Tasks
4 Assigned
Updated 12 hours ago

Website Bug Bounty Hunt
15 Tasks
4 Assigned
Updated 12 hours ago

Website Bug Bounty Hunt
15 Tasks
4 Assigned
Updated 12 hours ago

Website Bug Bounty Hunt
15 Tasks
4 Assigned
Updated 12 hours ago

Website Bug Bounty Hunt
15 Tasks
4 Assigned
Updated 12 hours ago

Website Bug Bounty Hunt
15 Tasks
4 Assigned
Updated 12 hours ago

Website Bug Bounty Hunt
15 Tasks
4 Assigned
Updated 12 hours ago

Website Bug Bounty Hunt
15 Tasks
4 Assigned
Updated 12 hours ago

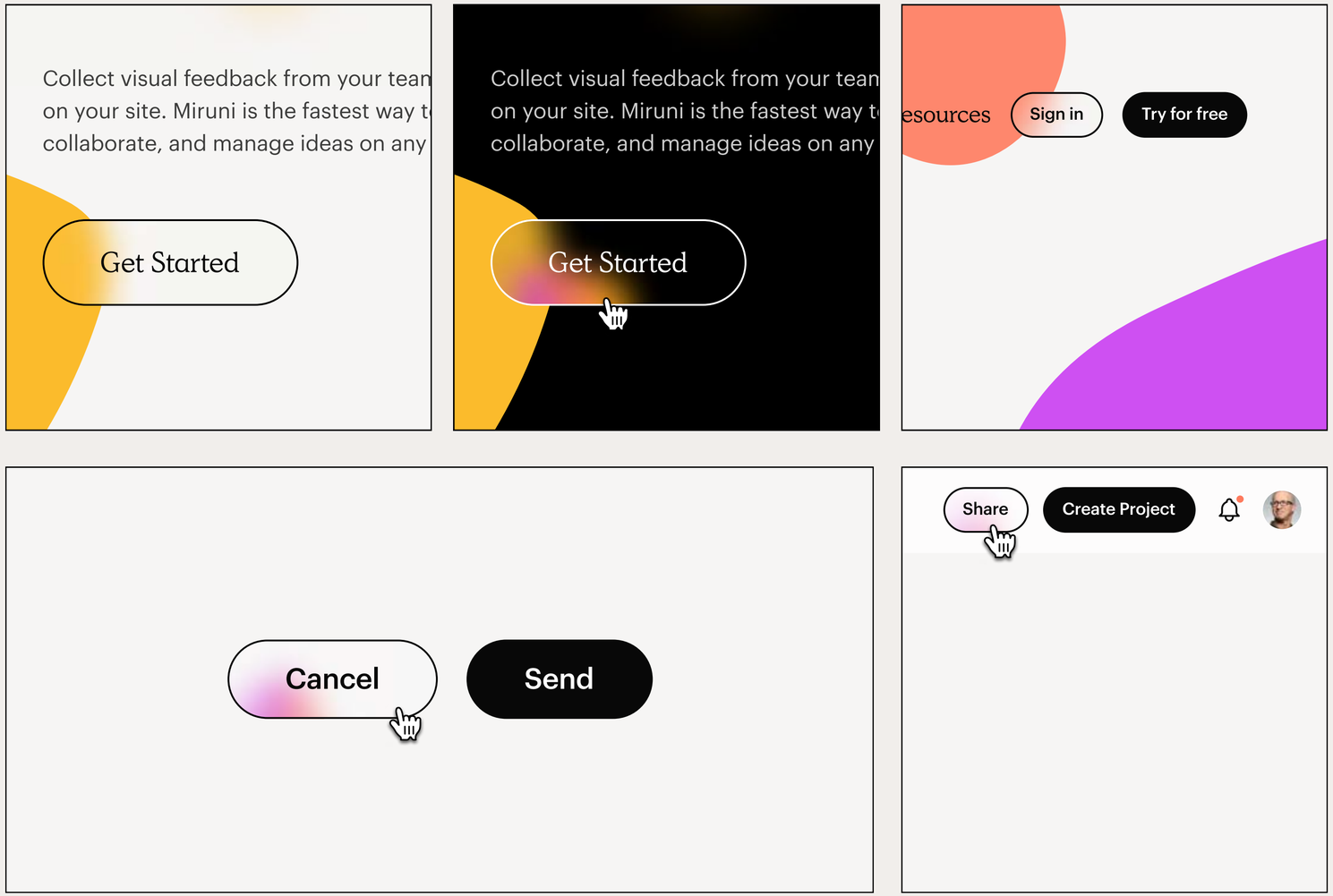
Website Bug Bounty Hunt
15 Tasks
4 Assigned
Updated 12 hours ago

- Rename
- Create sub-Project
- Archive
- Delete

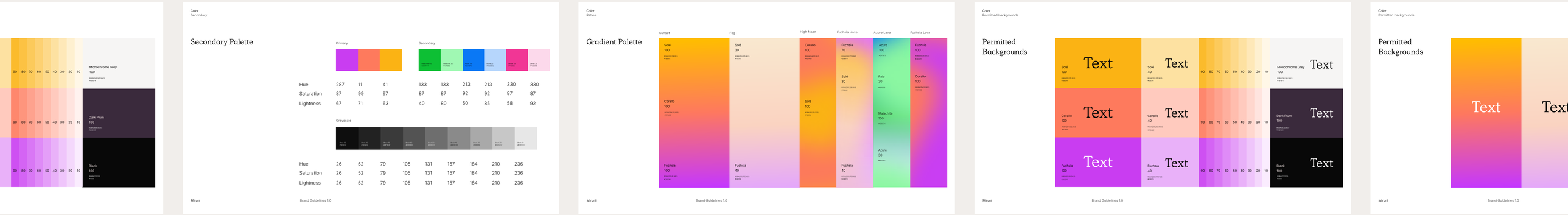
Action menu

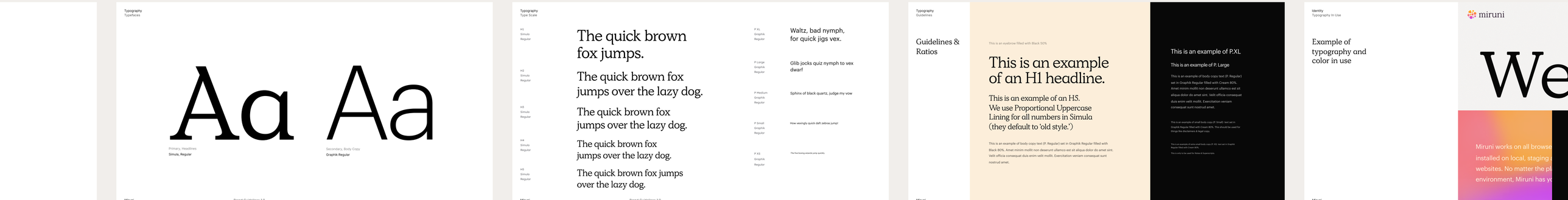
Hover state

Button


Collect visual feedback from your tean
on your site. Miruni is the fastest way t
collaborate, and manage ideas on any
Get Started
Collect visual feedback from your tean
on your site. Miruni is the fastest way t
collaborate, and manage ideas on any
Get Started
esources
Sign in
Try for free
Cancel
Send
Share
Create Project

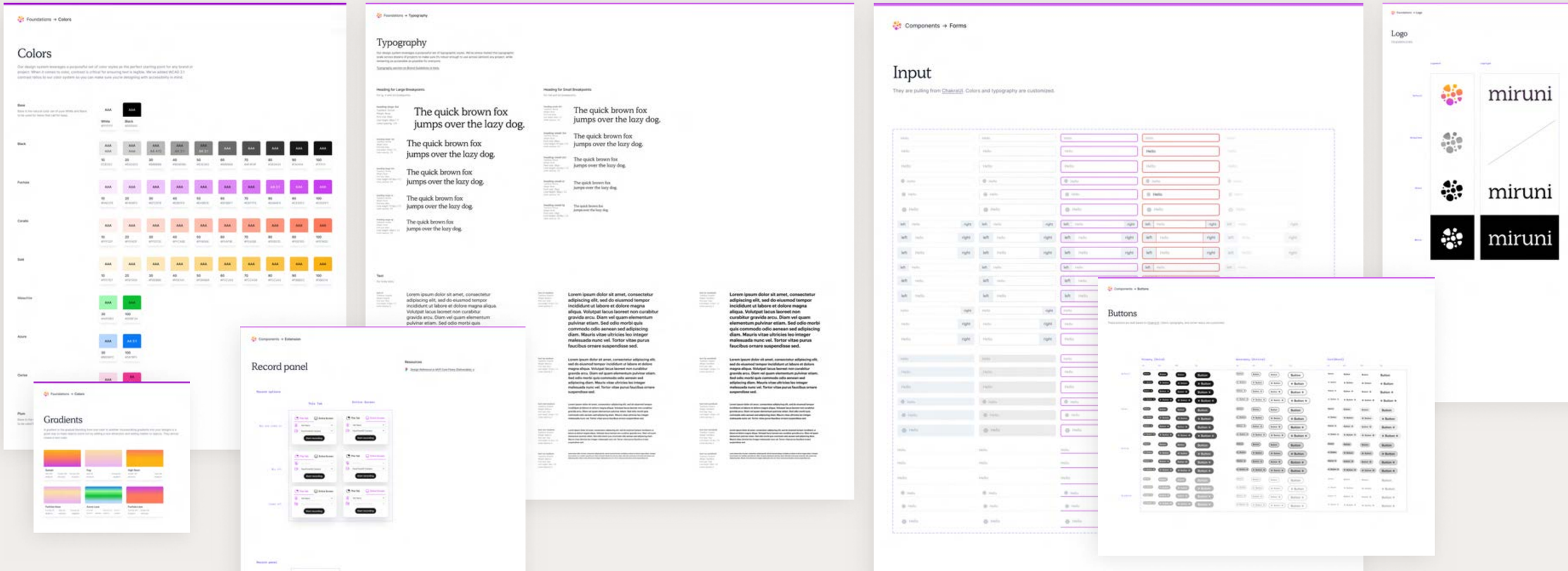
Brand Guidelines





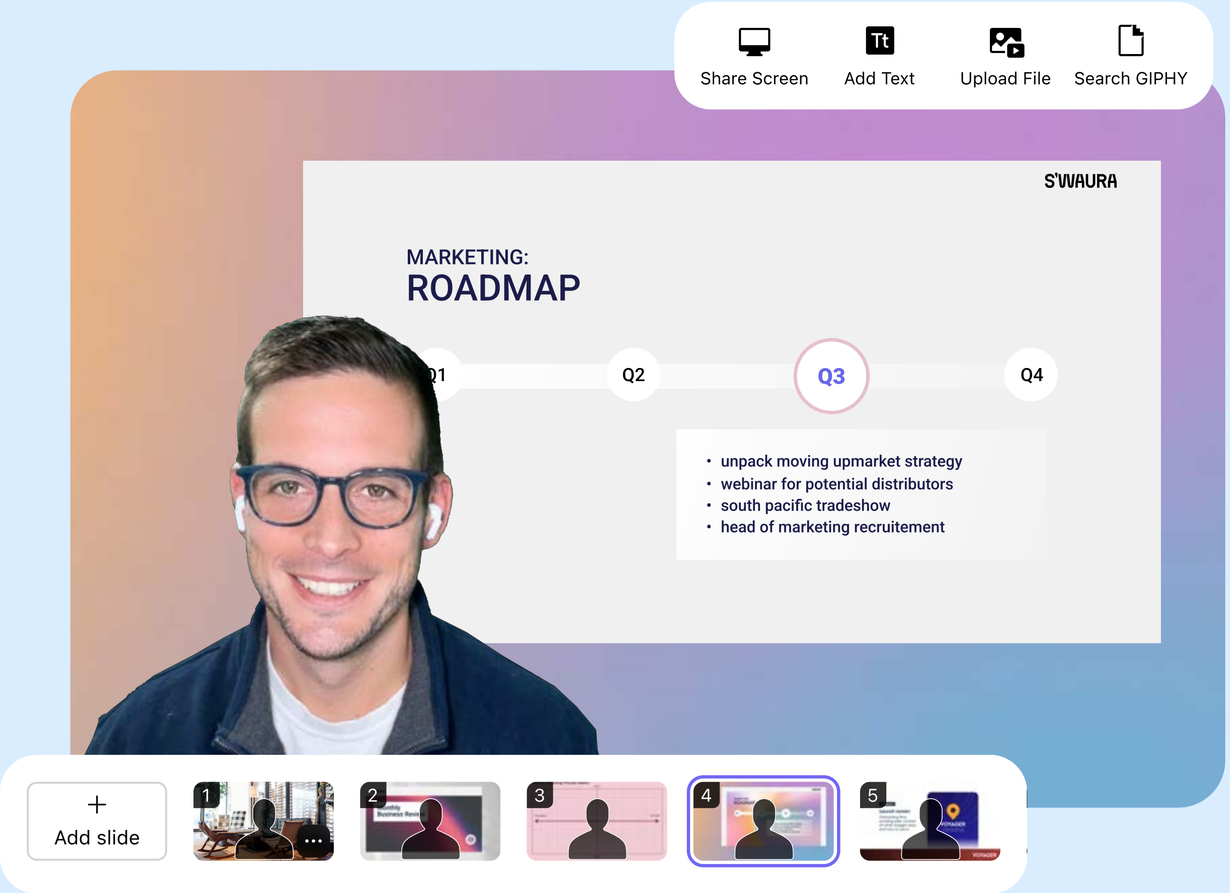
The Design System enabled the client's designers and engineers to continue building products

I delivered the initial Design System using Figma and Knapsack, a tool for managing design tokens.



mmhmm

mmhmm makes team video communication easy for remote and hybrid teams. Be the presenter everyone remembers by putting yourself on screen with your slides during virtual meetings.



ROLE
Senior Brand Designer

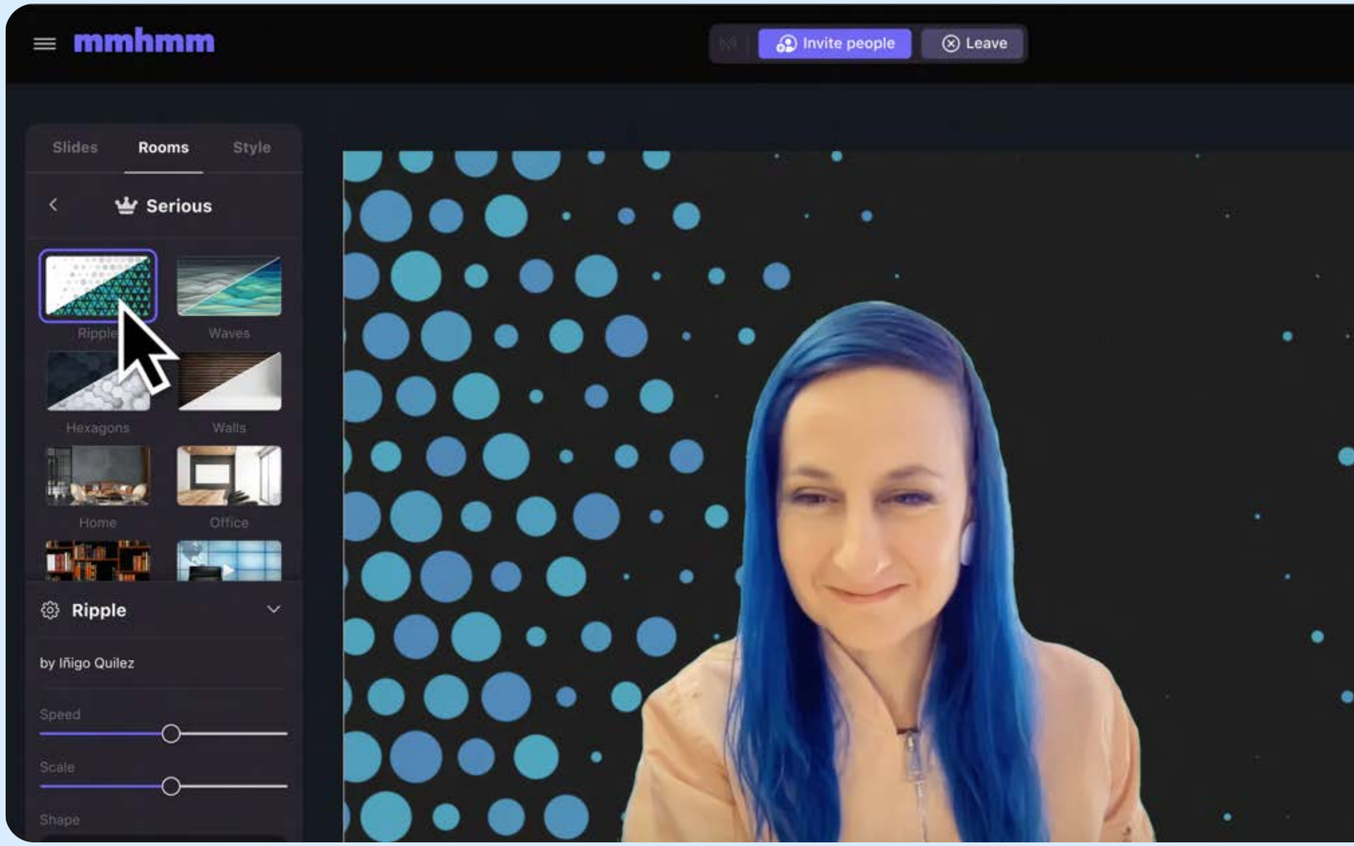
YEAR
2023

TEAM
Principal Brand Designer @All Turtles
Content Designer @All Turtles
Motion Designer @All Turtles

DELIVERABLES
Landing page
Storyboard

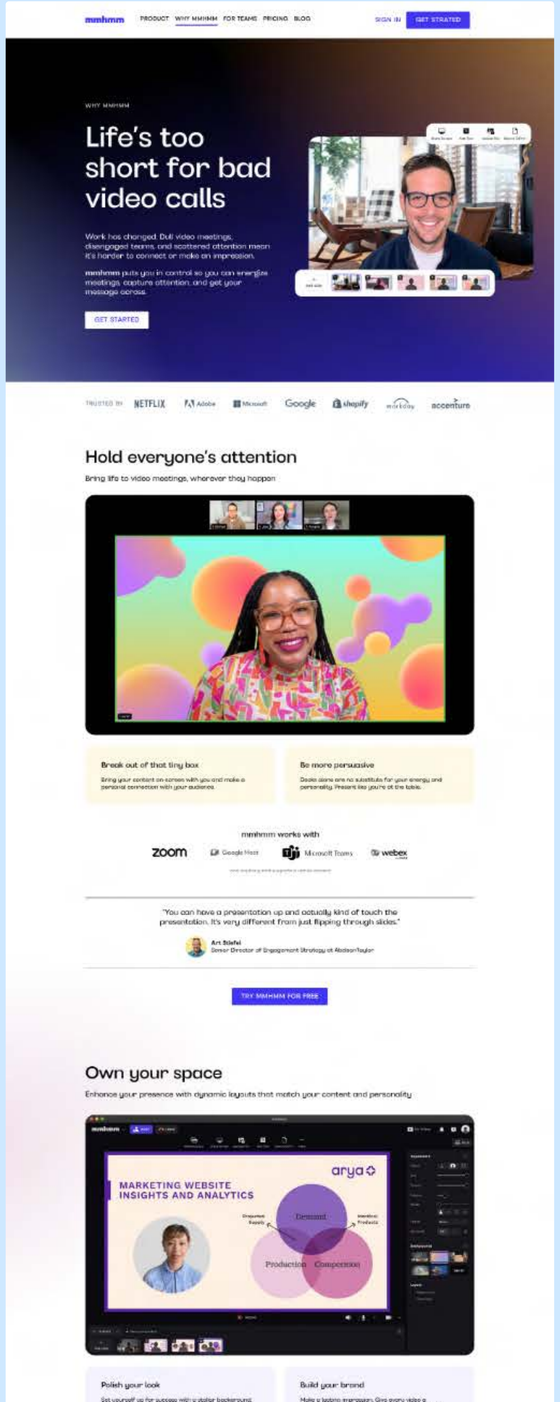
Transforming 'Why' into 'Wow': designing a compelling landing page for mmhmm

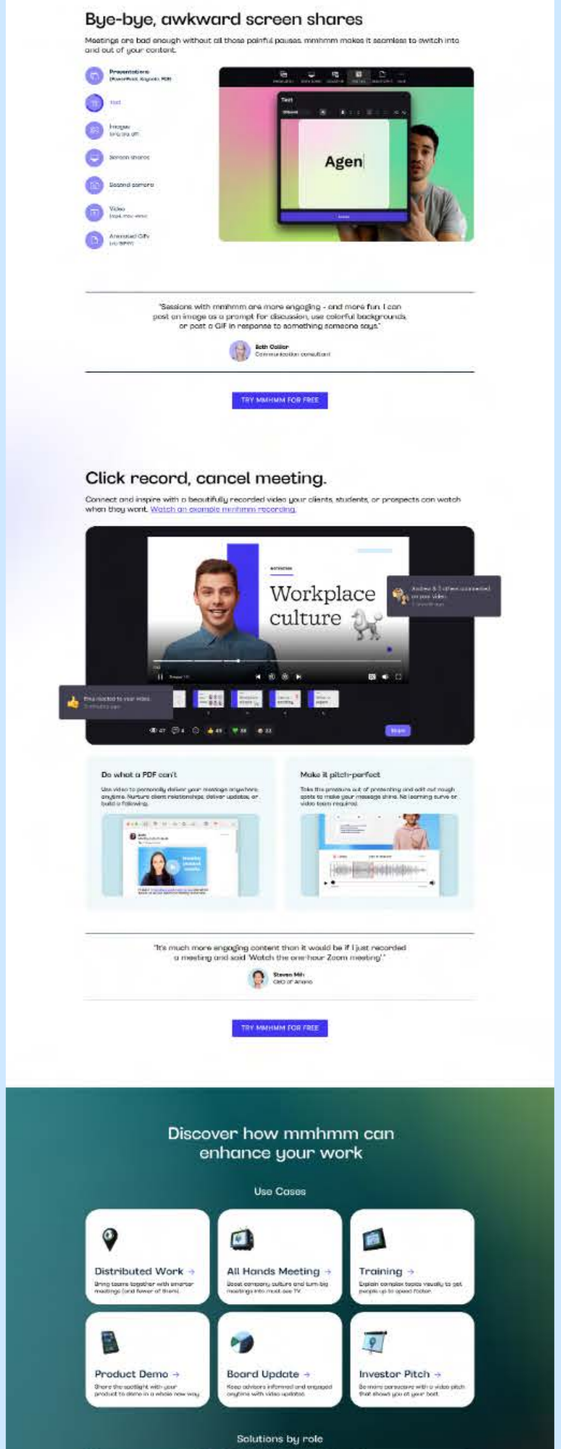
To introduce a product that inspires new behavior, it's crucial to answer the "why" question. So, the "Why mmhmm" page was created to emphasize its benefits whereas the rest of the marketing site focuses on the "what" and "how". A/B testing and optimization efforts were focused on the main landing page for paid acquisition to evaluate its performance and gain user insights.

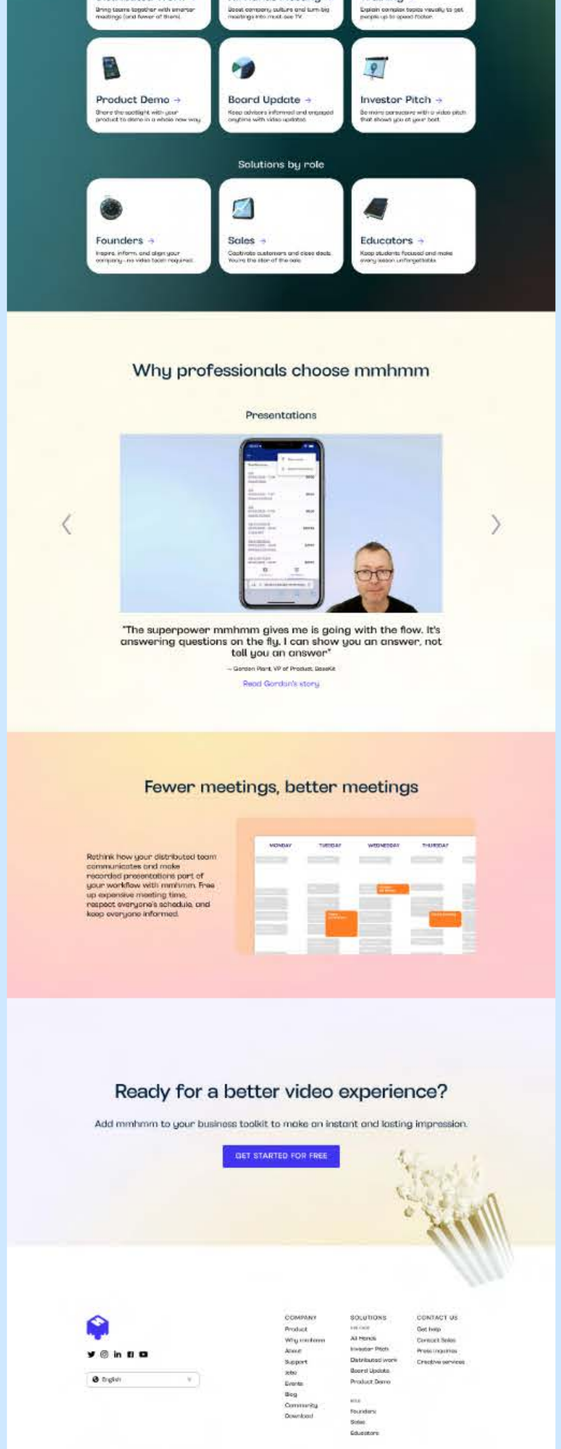


Landing page

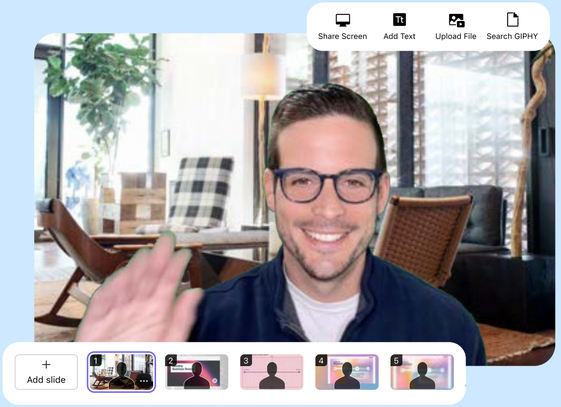
I led a project that focused on the creation of a landing page. Working in collaboration with the marketing team and a UX writer, I was an integral part of developing the design strategy. My contributions extended to the visual design, where I worked in tandem with a motion designer throughout the process of video production. I was also responsible for ensuring a smooth handoff to the engineering team, and I oversaw the project up to its successful launch.

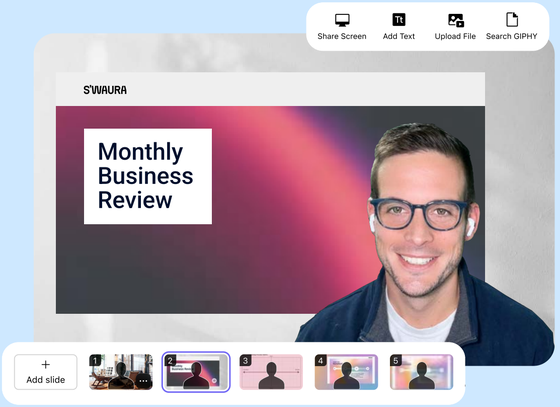


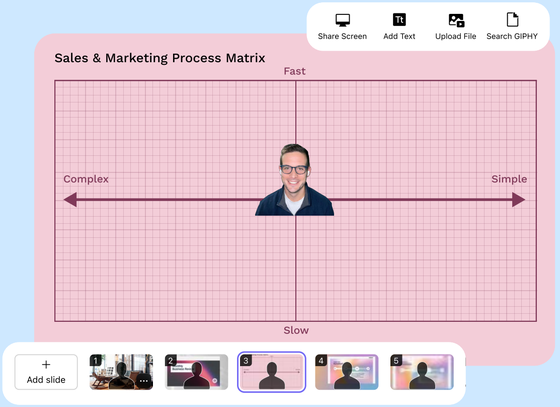


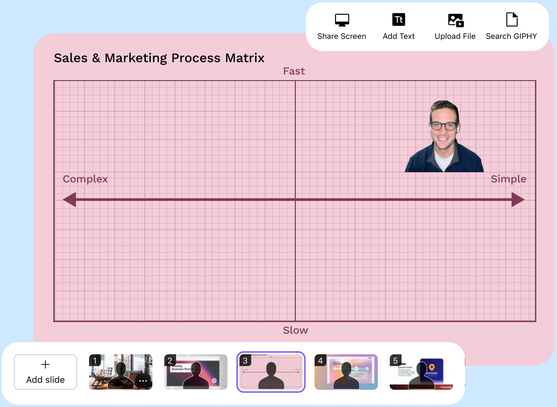


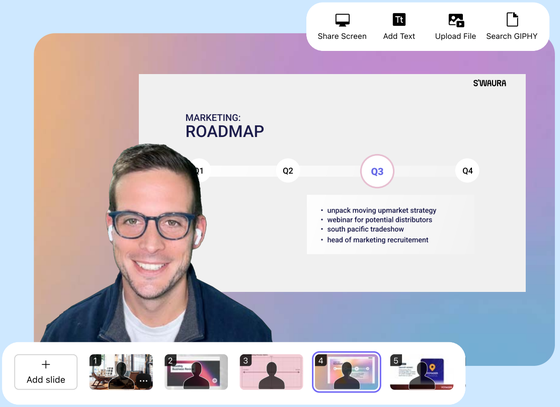
Storyboard for hero video

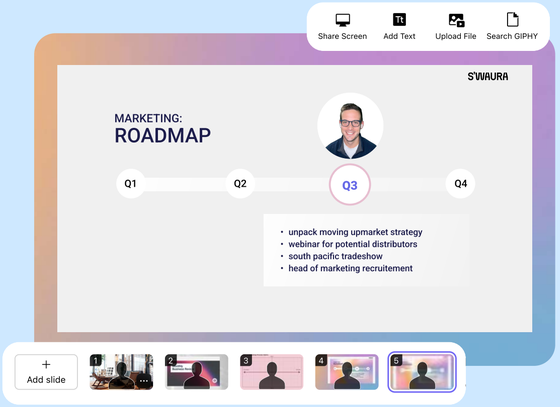






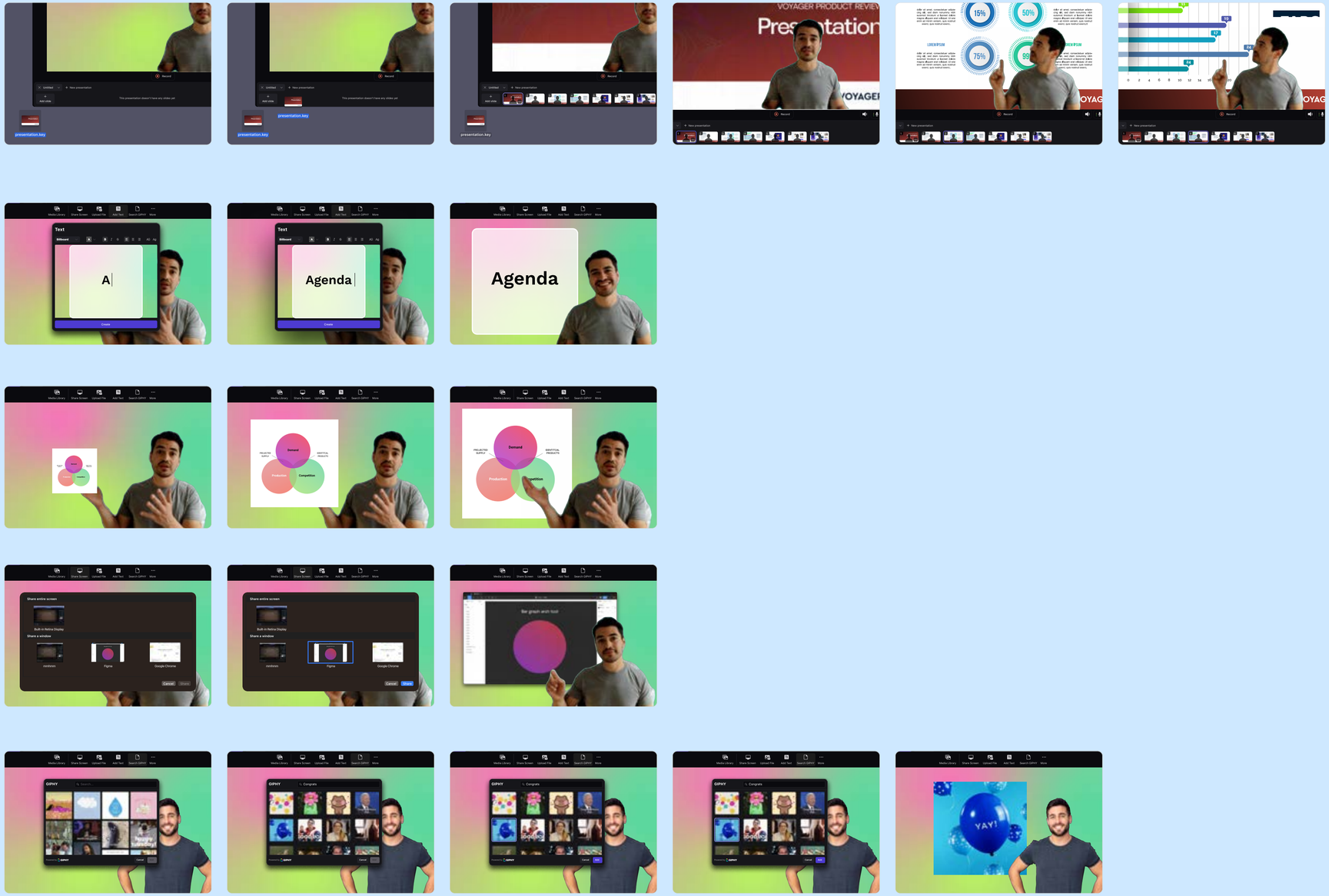






The visual style I developed was an abstract representation of the product UI. I focused on the essential components of the product UI - the media toolbox and slideshow - based on the research and the marketing team's directive to highlight the synchronous use case while avoiding recording elements. This artistic direction also contributed to the overall balance of the page. The full product UI is displayed below the hero, so this abstract approach served as a friendly introduction to the key elements before delving into further details down the page.

Storyboard for slide animations



In collaboration with a motion designer, I crafted storyboards and prepared visual assets for videos, ensuring a holistic approach to the entire page. This included careful consideration of the proportion of the product UI used, as well as maintaining a balanced representation of nationalities and genders.

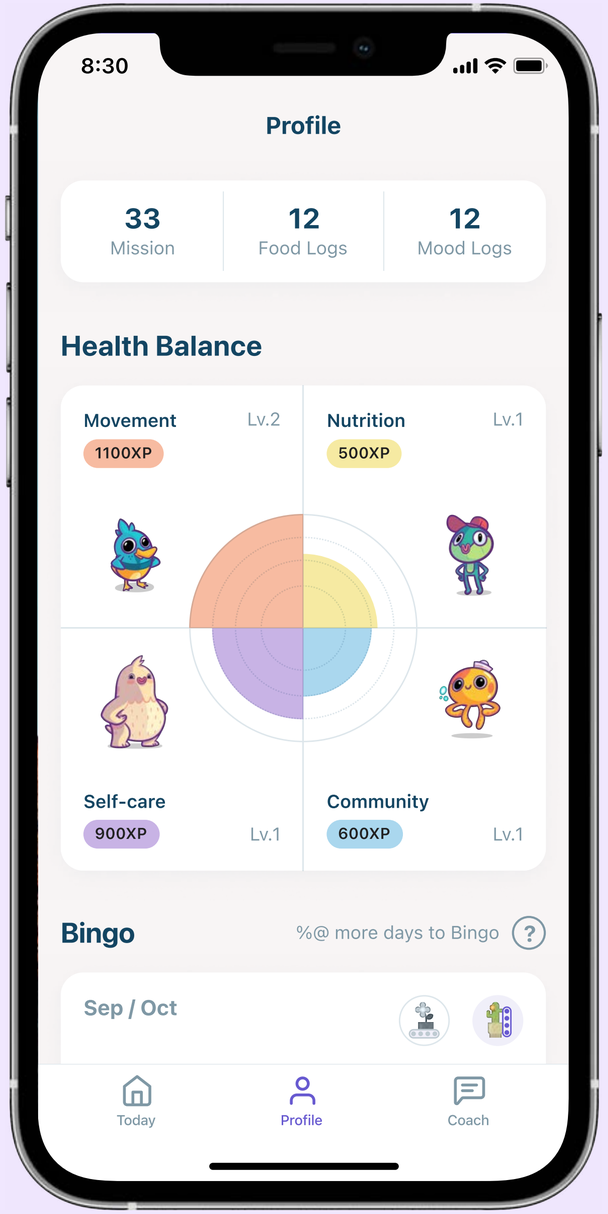
Conclusion

You can see the launched page below.
https://www.mmhmm.app/why-mmhmm

We launched the 'Why mmhmm' page at the end of May and are currently awaiting analytics.

Vitally

A system to improve health outcomes and lower healthcare costs using real-time measurement, and behavior moditication



ROLE
Senior Brand & Product Designer

YEAR
2019-2021

TEAM
Product Manager @All Turtles
Principal Product Designer @All Turtles
Content Designer @All Turtles
User Researcher @All Turtles
Illustrator @All Turtles

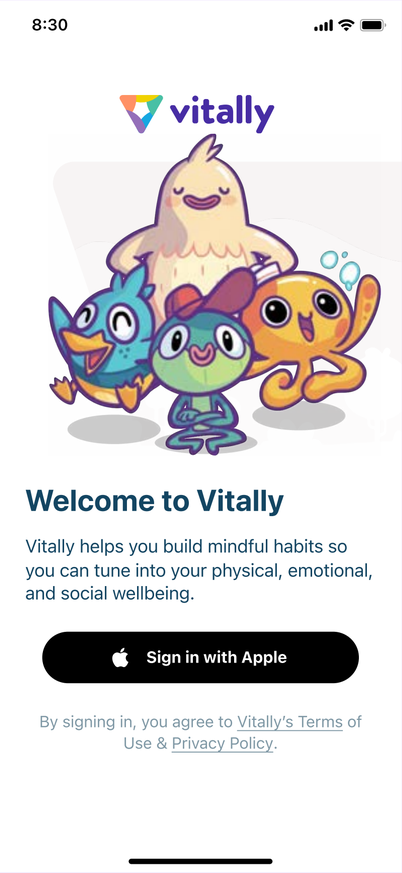
PLATFORM
iOS

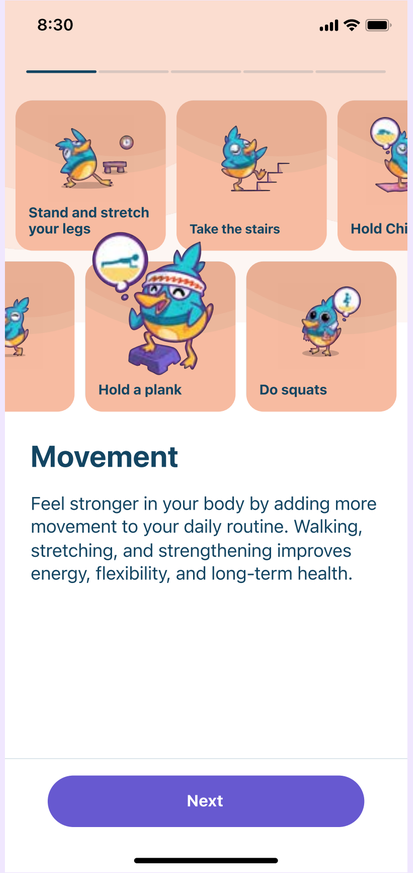
DELIVERABLES
Brand identity
User flow
Mockups
Prototyping
User research
Visual design
Art direction for animations
Localization

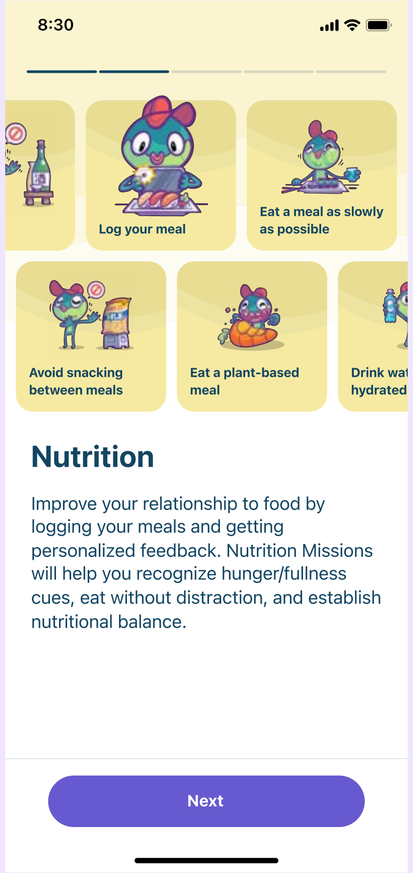
Brand identity

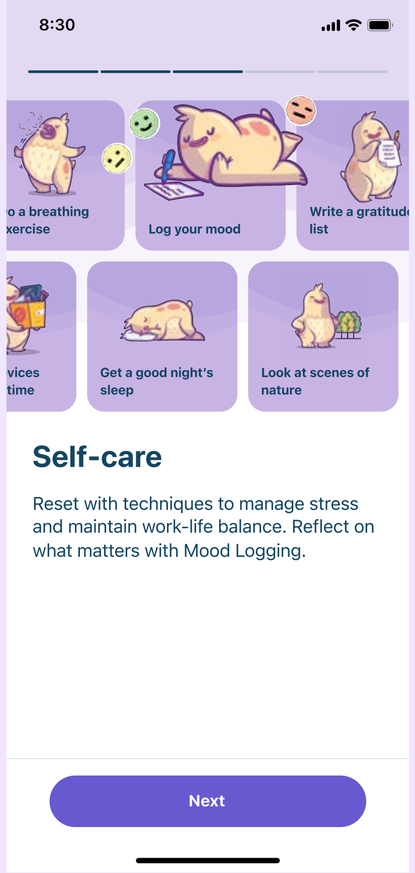
I developed the brand identity – the triangle represents the human body, and the colors correspond to the five pillars of health we defined: Movement, Nutrition, Self-care, Community, and Coaching.

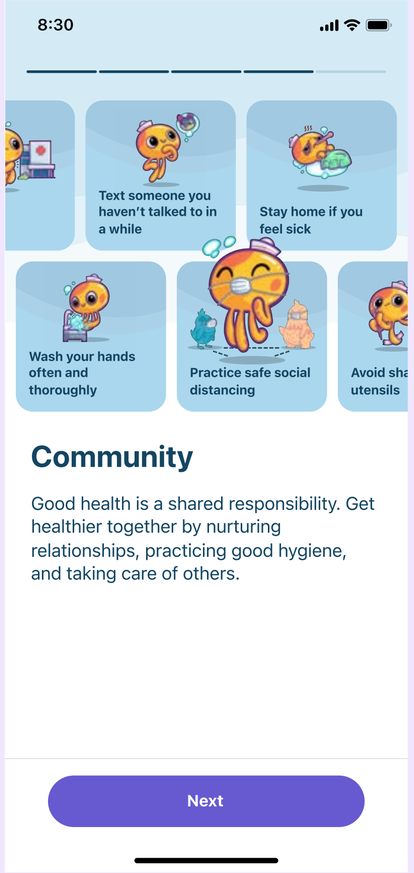
Onboarding

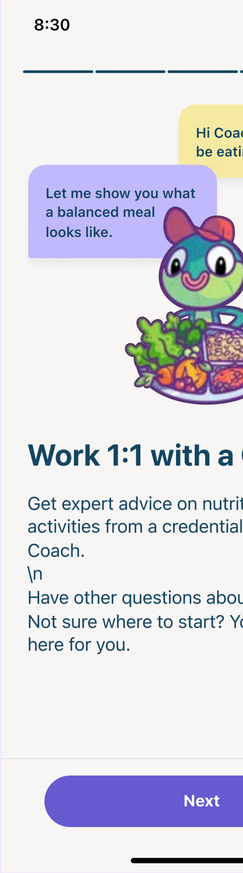

8:30
vitally
Welcome to Vitally
Vitally helps you build mindful habits so you can tune into your physical, emotional, and social wellbeing.
Sign in with Apple
By signing in, you agree to Vitally's Terms of Use & Privacy Policy.


8:30
Stand and stretch your legs
Take the stairs
Hold Chi
Hold a plank
Do squats
Movement
Feel stronger in your body by adding more movement to your daily routine. Walking, stretching, and strengthening improves energy, flexibility, and long-term health.
Next

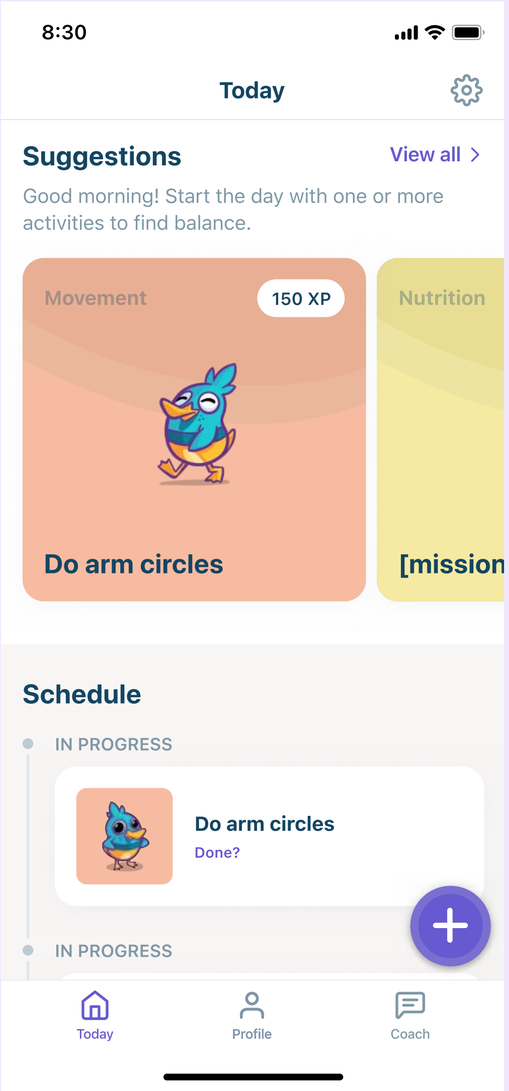

8:30
Log your meal
Eat a meal as slowly as possible
Avoid snacking between meals
Eat a plant-based meal
Drink wat hydrated
Nutrition
Improve your relationship to food by logging your meals and getting personalized feedback. Nutrition Missions will help you recognize hunger/fullness cues, eat without distraction, and establish nutritional balance.
Next

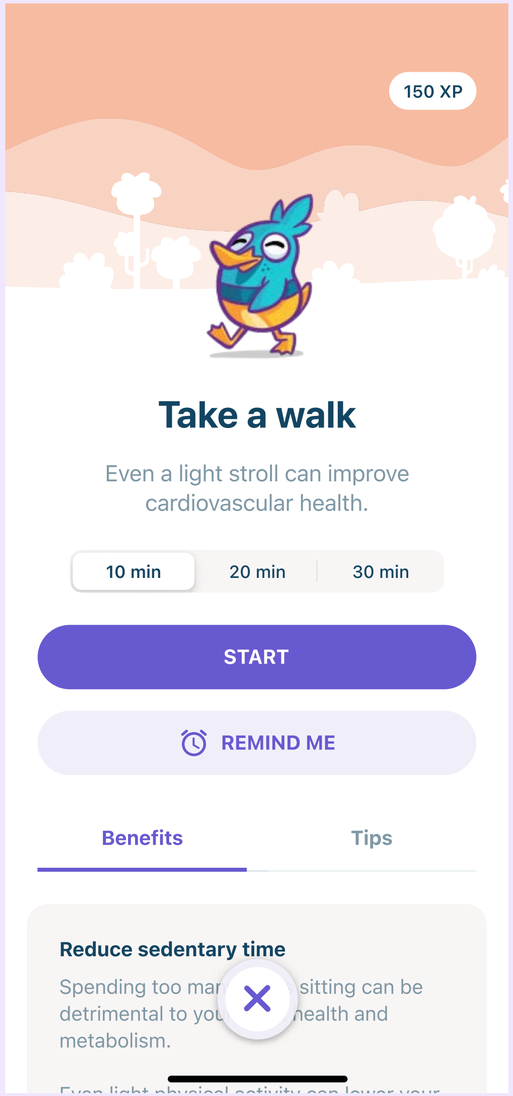

8:30
o a breathing xercise
Log your mood
Write a gratitud list
vices time
Get a good night's sleep
Look at scenes of nature
Self-care
Reset with techniques to manage stress and maintain work-life balance. Reflect on what matters with Mood Logging.
Next

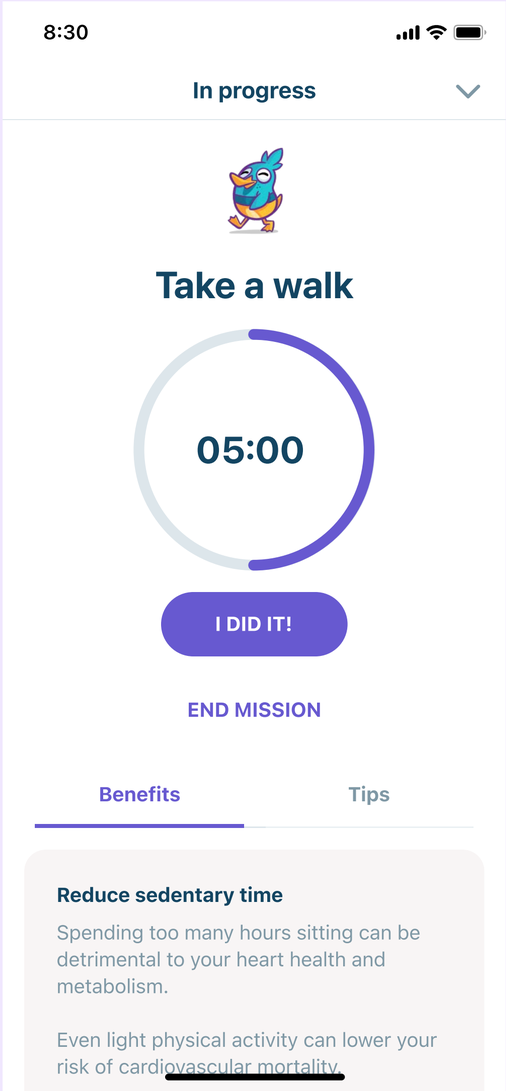

8:30
Text someone you haven't talked to in a while
Stay home if you feel sick
Wash your hands often and thoroughly
Practice safe social distancing
Avoid sha utensils
Community
Good health is a shared responsibility. Get healthier together by nurturing relationships, practicing good hygiene, and taking care of others.
Next


8:30
Hi Coa be eati
Let me show you what a balanced meal looks like.
Work 1:1 with a
Get expert advice on nutrit activities from a credential Coach.
\n
Have other questions abou
Not sure where to start? Yo here for you.
Next

Missions


8:30
Today
Suggestions
View all
Good morning! Start the day with one or more activities to find balance.
Movement
150 XP
Do arm circles
Nutrition
[mission
Schedule
IN PROGRESS
Do arm circles
Done?
IN PROGRESS
Today
Profile
Coach


150 XP
Take a walk
Even a light stroll can improve cardiovascular health.
10 min
20 min
30 min
START
REMIND ME
Benefits
Tips
Reduce sedentary time
Spending too mar sitting can be detrimental to you health and metabolism.

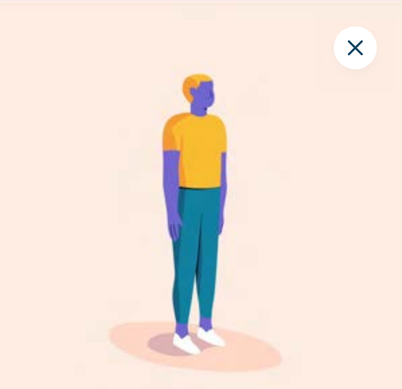

8:30
In progress
Take a walk
05:00
I DID IT!
END MISSION
Benefits
Tips
Reduce sedentary time
Spending too many hours sitting can be detrimental to your heart health and metabolism.
Even light physical activity can lower your risk of cardiovascular mortality.

Animations

Brand Style

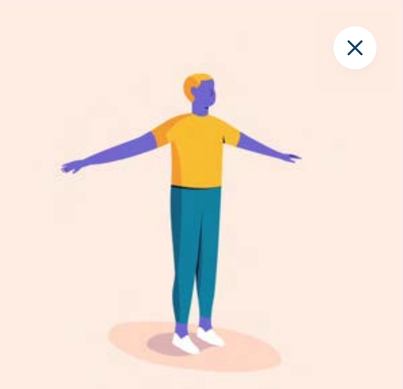
- Fun
- Unexpectedly playful
- Friendly and accessible
- Supportive
- Non-judgemental
- Informative
- Encouraging
- Does not feel "hard"

In collaboration with an animation studio, I art directed and crafted storyboards for animations of exercise missions.



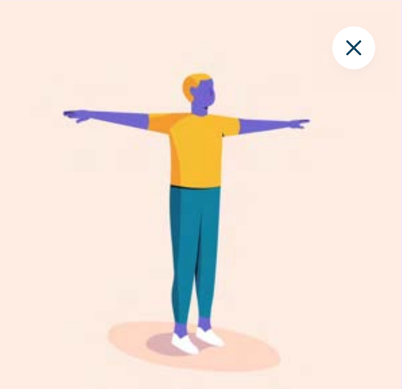
Stand firmly with your feet hip width apart.

Preparing time | Pause



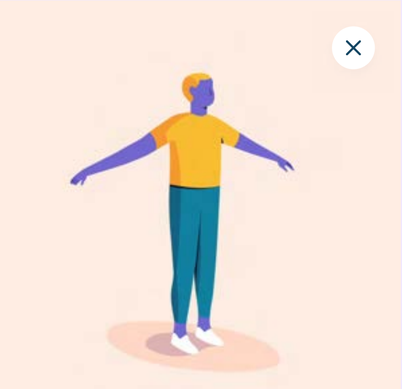
Extend your arms to either side so that they are parallel to the floor and form a “T” shape.

Preparing time | Pause



Slowly circle the arms forward. Imagine your fingertips tracing a circle the size of a melon.

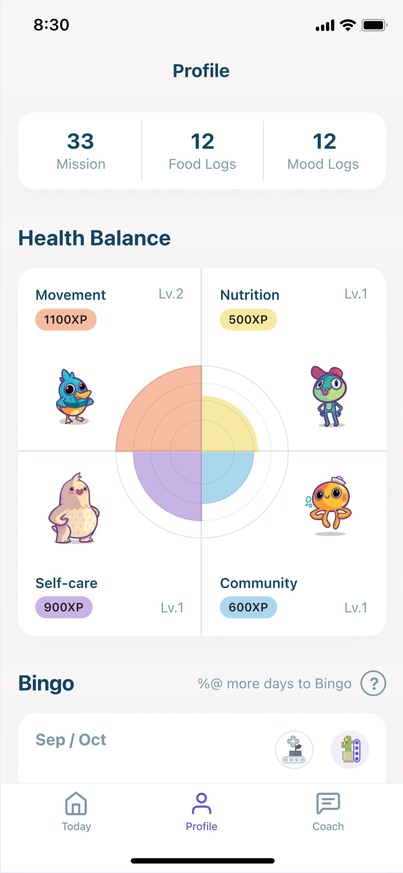
0:59 | Pause

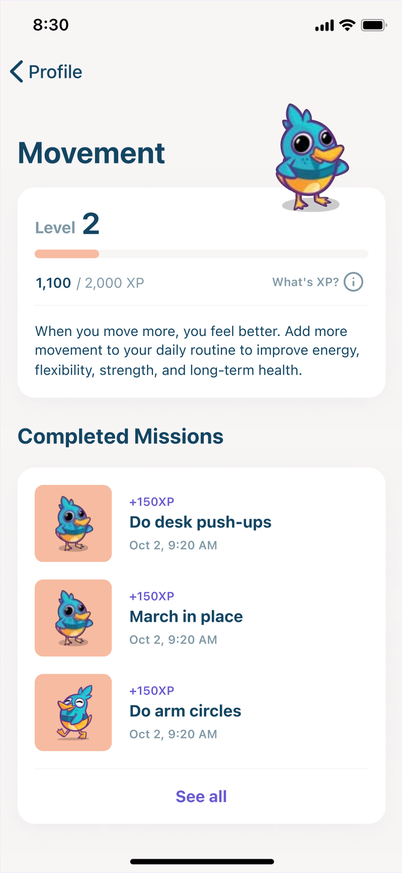


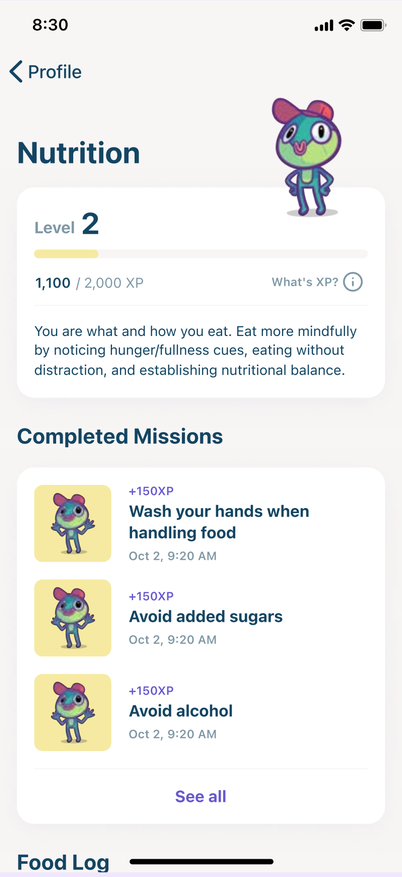
Reverse directions. Circle your arms backward.

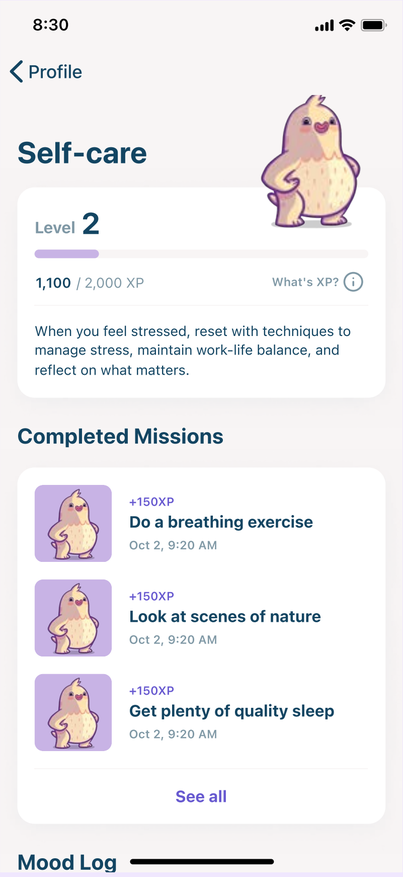
0:30 | Pause

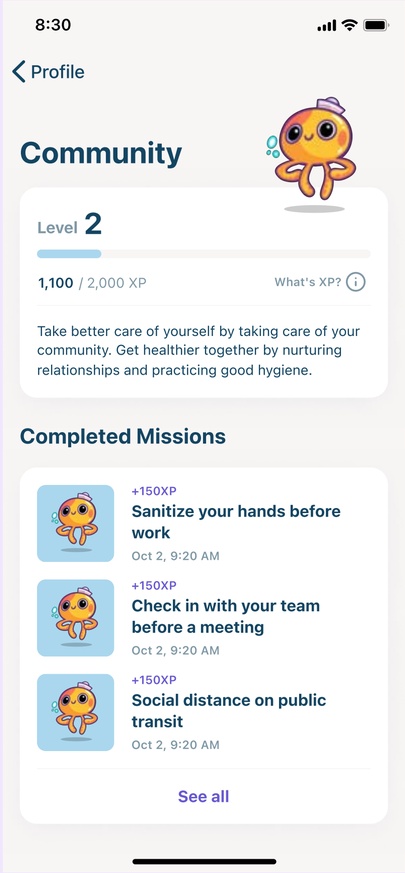
Profile


8:30
Profile
33
Mission
12
Food Logs
12
Mood Logs
Health Balance
Movement
Lv.2
1100XP
Nutrition
Lv.1
500XP
Self-care
900XP
Lv.1
Community
600XP
Lv.1
Bingo
%@ more days to Bingo
Sep / Oct
Today
Profile
Coach


8:30
Profile
Movement
Level 2
1,100 / 2,000 XP
What's XP?
When you move more, you feel better. Add more movement to your daily routine to improve energy, flexibility, strength, and long-term health.
Completed Missions
+150XP
Do desk push-ups
Oct 2, 9:20 AM
+150XP
March in place
Oct 2, 9:20 AM
+150XP
Do arm circles
Oct 2, 9:20 AM
See all

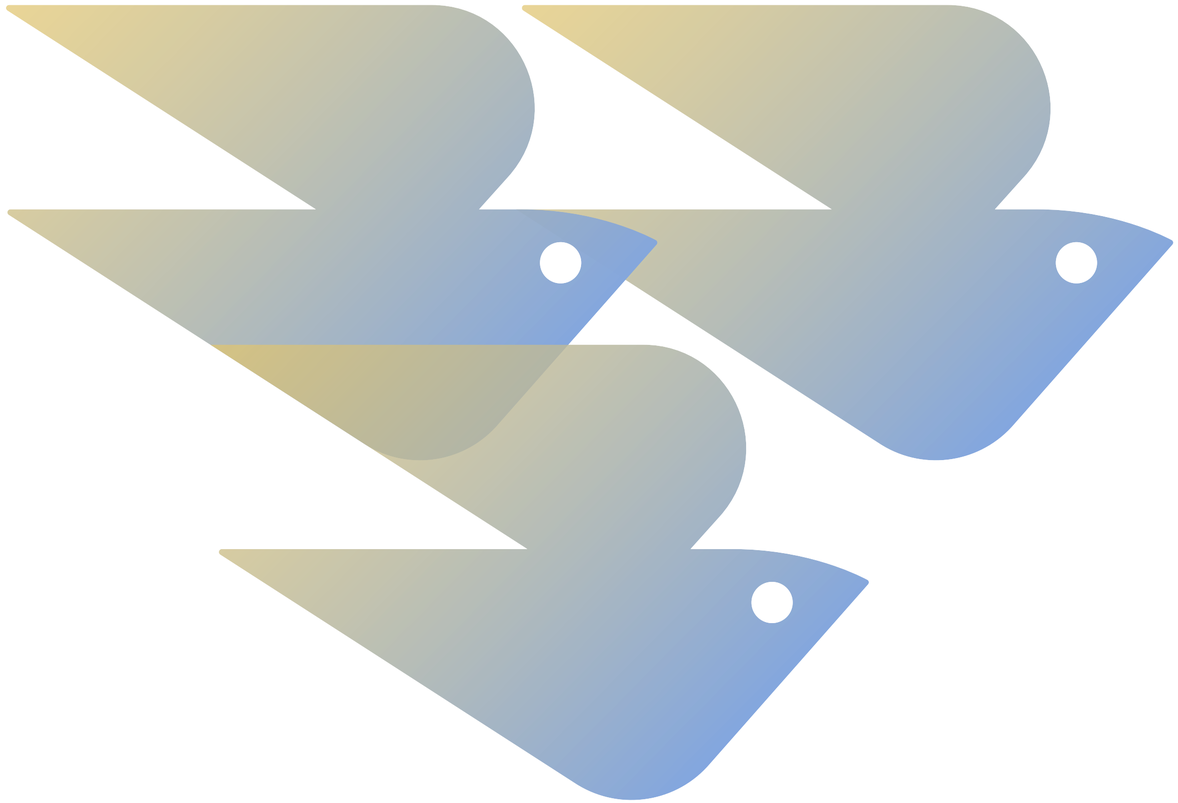

8:30
Profile
Nutrition
Level 2
1,100 / 2,000 XP
What's XP?
You are what and how you eat. Eat more mindfully by noticing hunger/fullness cues, eating without distraction, and establishing nutritional balance.
Completed Missions
+150XP
Wash your hands when handling food
Oct 2, 9:20 AM
+150XP
Avoid added sugars
Oct 2, 9:20 AM
+150XP
Avoid alcohol
Oct 2, 9:20 AM
See all
Food Log


8:30
Profile
Self-care
Level 2
1,100 / 2,000 XP
What's XP?
When you feel stressed, reset with techniques to manage stress, maintain work-life balance, and reflect on what matters.
Completed Missions
+150XP
Do a breathing exercise
Oct 2, 9:20 AM
+150XP
Look at scenes of nature
Oct 2, 9:20 AM
+150XP
Get plenty of quality sleep
Oct 2, 9:20 AM
See all
Mood Log


8:30
Profile
Community
Level 2
1,100 / 2,000 XP
What's XP?
Take better care of yourself by taking care of your community. Get healthier together by nurturing relationships and practicing good hygiene.
Completed Missions
+150XP
Sanitize your hands before work
Oct 2, 9:20 AM
+150XP
Check in with your team before a meeting
Oct 2, 9:20 AM
+150XP
Social distance on public transit
Oct 2, 9:20 AM
See all

Sora Union

Sora Union is your globally distributed creative partner and works for rapidly growing and category-defining customers in many industries.



ROLE
Senior Brand Designer

YEAR
2022

TEAM
Brand Design Director @All Turtles
Principal Brand Designer @All Turtles

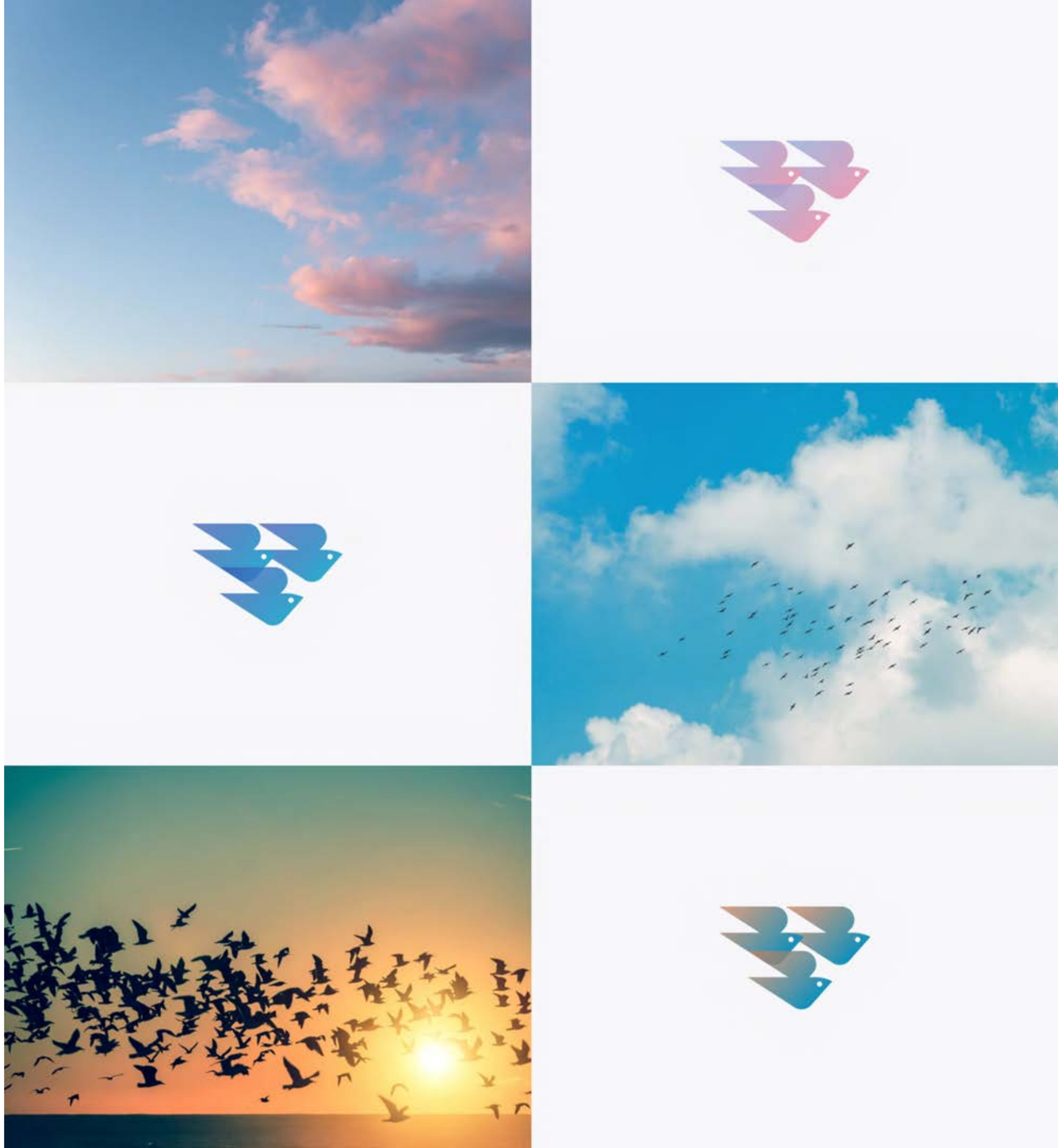
DELIVERABLES
Color System
Brand Guidelines

To develop brand identity for a globally distributed knowledge work company, focused on creating work opportunities for individuals affected, and possibly displaced by, climate change or war.

The encompassing brand value and driving force we wanted to capture in this brand were that people are valuable. Often, displaced individuals become a political problem, but what if there was a way to empower such individuals with a steady flow of income, not impacted by their geographical regions or current circumstances?

Sora

meaning ‘sky’ in Japanese

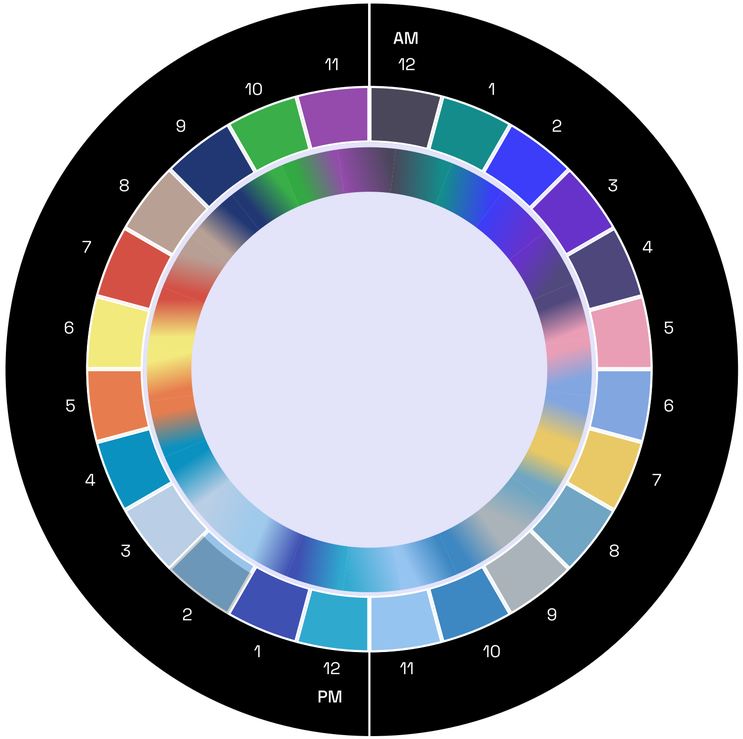


This is the final brand identity that our team crafted collaboratively. As one of the designers, I explored various visual identities for the brand. My main contribution was the development of the color system, which I'll explain on the next page.

24-hour dynamic color system

What color is the sky? A simple answer might be blue. Yet, as we explored different visual references, we were inspired to see as much variety in colors as in the cultures represented by Sora's workforce.

I challenged myself to come up with a brand color system that could capture the changing colors in the sky - down to the hour. The result was a 24-hour color system for the brand palette.



Design Tokens

AM

- color-gradient-12am-1am
- color-gradient-1am-2am
- color-gradient-2am-3am
- color-gradient-3am-4am
- color-gradient-4am-5am
- color-gradient-5am-6am
- color-gradient-6am-7am
- color-gradient-7am-8am
- color-gradient-8am-9am
- color-gradient-9am-10am
- color-gradient-10am-11am
- color-gradient-11am-12pm

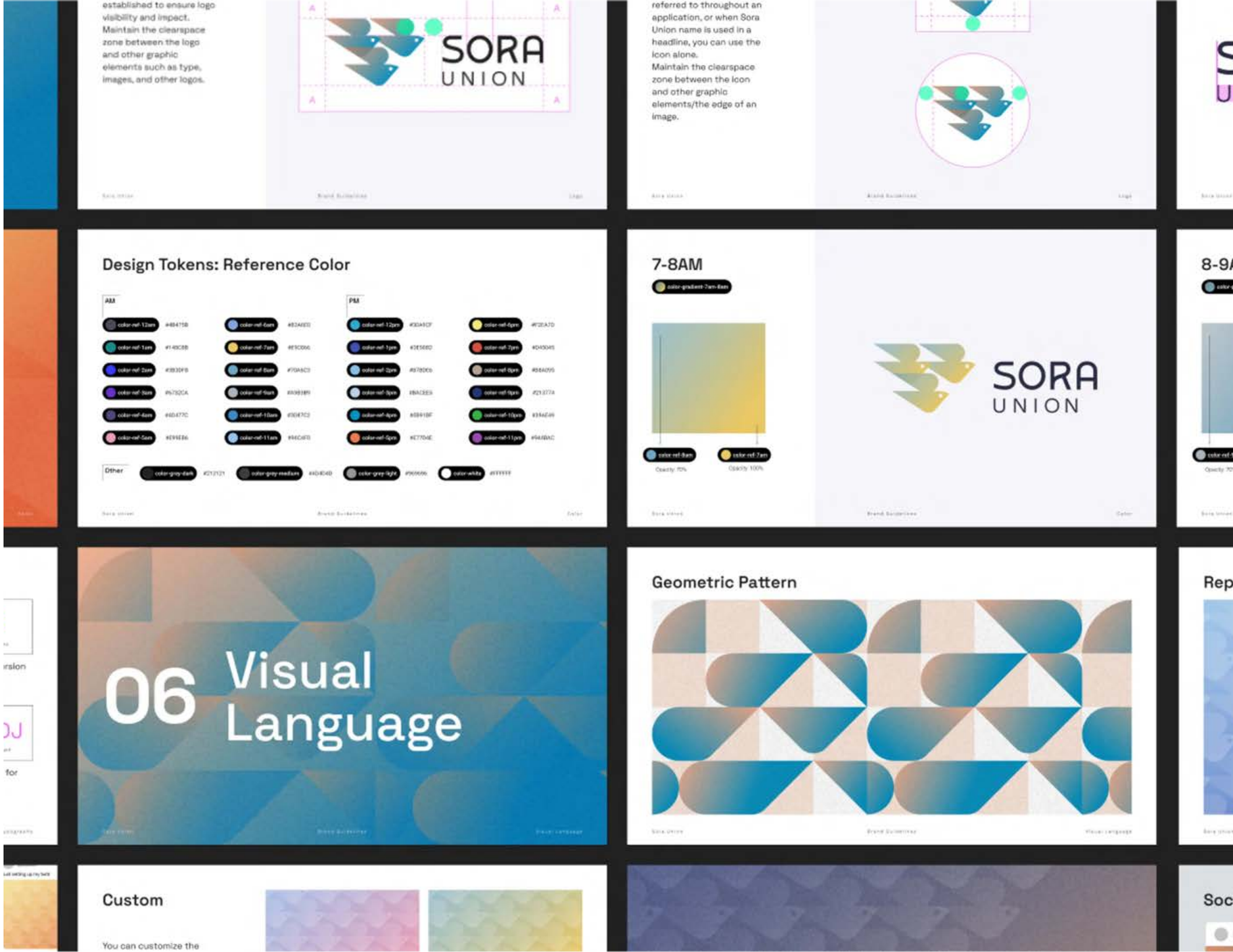
PM

- color-gradient-12pm-1pm
- color-gradient-1pm-2pm
- color-gradient-2pm-3pm
- color-gradient-3pm-4pm
- color-gradient-4pm-5pm
- color-gradient-5pm-6pm
- color-gradient-6pm-7pm
- color-gradient-7pm-8pm
- color-gradient-8pm-9pm
- color-gradient-9pm-10pm
- color-gradient-10pm-11pm
- color-gradient-11pm-12am

Applying the color system to the logo

Patterns

Brand guidelines



Thanks!

I’m looking forward to talking with you.

Namika Hamasaki (she/her)

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PROFILE

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