Jaime Tatsubana

Design Portfolio : http://www.jtatsubana.com

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Summary

UI/UX Designer and **Full-Stack Web Engineer** with experience at
Electronic Arts, **Namco**, and **Metal Gear Solid**.
Designed and shipped products for all digital platforms including Mobile, Tablet, and
Desktop. Total **30+million MAU** among all products I've helped design.
My goal is to obtain an internship within the Tech industry in a UI/UX or Product
Design role.

- Built and prototypes industry products in HTML5/CSS3/JS/jQuery/PHP.
- Strong in Illustrator/Photoshop/MySQL
- Native in English, Japanese, and Mandarin Chinese

Experience

BANDAI NAMCO Studios

Jan 2014 - Aug 2015

BANDAI NAMCO Studios Vancouver Inc.
Product Designer and Digital Team Lead (Employee #2)

The game company that created franchises such as PAC-MAN, Tekken,
SoulCalibur, and Katamari Damacy.

Product Designer and Team Lead, Digital Products
- ■ Designed, coded, and produced the company's first website using
  HTML5/CSS3/jQuery (Responsive Website) :
  http://www.jtatsubana.com/portfolio/bandainamcovancouver/
- ■ Built strategic SEO partnerships and quality backlinks to grow the traffic.
  Accummulated 1100+ resume within the year and generated 30,000+ visits
- ■ Provided content, SEO, and design consultation for Japan HQ's remake of the
  company website : http://www.bandainamcostudios.com/
- ■ Subsequently led all web efforts including strategic SEO partnerships, outsourc-
  ing of further development, training of new employees on web tools, etc

Led the Recruiting/PR efforts
- ■ Responsible for all company recruiting efforts and process with the ultimate goal
  of increasing consistent flow of quality candidates.
- ■ Wrote job descriptions and purchased ad spaces on Gamasutra, Linkedin,
  Indeed, and other websites.
- ■ Created company Social Media pages and grew its population :
  Facebook(600 Likes)/Linkedin(1500 Followers)/Twitter(130 Followers).
- ■ Led a team of 3 for the Social Media to create consistent content flow.

*Project Management and other managerial responsibilities omitted.

This resume is focused on Web and Design works. Please see Addendum for expanded experience.

Experience

GREE Inc. (Tokyo, Japan)
Lead UI/UX Designer

Jan 2013 - Sep 2013

GREE is a Japanese mobile game giant. I served as the Lead UI/UX Designer for 3 titles :
Metal Gear Solid : Social Ops (rev $600k/month), AKB Stagefighter (rev $5 million/month),
and an unannouced title.

Designed Hyper-Interactive CSS3/Ajax Mobile Interface Framework
■ Using advanced CSS3/jQuery techniques, I created a native-app like interface
  for mobile browsers : http://www.sfu.ca/~wtatsuba/akb2/test.html
  - This UI innovation caught the attention of many in the mobile gaming space,
  including **Facebook Japan**, and various startups whom offerred jobs in the
  same field, or building a similar UI for their company.

Built the Metal Gear Solid : Social Ops Product Website
■ Official Website : http://www.konami.jp/mgssop/news.html

Led an UI/UX Team
■ 3 person UI/UX Team focused on improving KPIs and user retention.
■ Created Wireframes and Mockups of how an existing UI can be improved.
■ Conducted in-company A/B tests. Measured performance, and implemented
  high performance changes into production.

Electronic Arts Inc.
Digital Content Manager, EA Sports FIFA

Jul 2011 - Oct 2012

Portfolio from EA : http://www.sfu.ca/~wtatsuba/
■ As the Digital Content Manager, I was responsible for feature design and produc-
  tion of numerous FIFA Webpages for www.easportsfootball.com across 12 regions.
■ Product Design: I designed features and managed development schedule for : FIFA
  Ultimate Team, FIFA 13 Game Manuals, Login Flow, Site SEO, Content Management
  system, Site URL Structure, and Analytics.
■ My UI design had significant impact on FIFA. I strategicaly implemented a Facebook
  Like Button that received **3 million page Likes** on https://www.facebook.com/FI-
  FAUltimateTeam (over 1000% increase in Page Like rate).
■ **Product Manager - FIFA 13 Japan Website**. Responsible for overseeing the design,
  development, and implementation of the product. Championed product priorities
  and launched a high-performance website ahead of schedule. (250% increase in
  pageviews YoY, 800% increase during launch)

Education

Simon Fraser University (Vancouver, Canada)
4th Year Student

Sep 2009 - Current

(Graduating Jan 2017)

Interactive Arts + Technology is an intensive digital media program which prepares students for design of innovative technologies. Combines applied computing, the science of human experience, the analysis of media, art and culture, and the implementation of new technologies.

Addendum

Project Management/Scrum Master, Unannouced Mobile App

- Dev Team size : 12
- Agile Project Management & Process Management
- Responsible for communicating the goal of the project to the team, and making sure that the team is on track and focused.
- Conducted: 2 week sprints, Weekly progress review meetings, Daily Scrums, and Bi-Weekly Stakeholder meetings.
- Resource Planning and Scope Planning.
- Responsible for selecting and setting up the company Project Management tools (Atlassian JIRA/Confluence, etc)
- My team achieved 95+% task completion rate(velocity) every sprint, and successfully met each milestone. The team also showed incredible consistency each sprint, and kept the right progress all the way through.

References

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