

# MAKI HIROSE

Portfolio: [makidesigner.com](http://makidesigner.com)

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## **SUMMARY**

Product Designer with coding skills, over ten years of visual experience and a Certified Scrum Master. Leader and an expert at color, composition and paying close attention to detail.

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## **TECHNICAL SKILLS**

**UX/UI:** Project Management, Market Research, User Research, Contextual Inquiry, User Interviewing, Affinity Mapping, User Persona, Card Sorting, Information Architecture, User Flow, Sketching, Wireframing, Wireflow, Usability Testing, A/B Testing, Heuristic Evaluation, Prototyping, Responsive Web Design, WCAG.

**Web Development:** React, JavaScript, CSS, JSX, HTML5, Bootstrap, jQuery, RESTful API, AJAX, AXIOS, JSON, Firebase, Node, Express, Sequelize, MySQL, Mongoose, MongoDB, ORM, Handlebars, Heroku, JawsDB, mLab, Chrome DevTools, Git, GitHub, Agile, Scrum.

**Software:** Visual Studio Code, Sketch, InVision, Figma, XD, Photoshop, Lightroom, Bridge, After Effects, Premiere, Audition, Capture One, Photo Mechanic, Final Cut Pro, Logic Pro, Pro Tools, Word, Excel, Powerpoint, Google Slides, Command Line.

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## **EXPERIENCE**

**Product Designer - *Tanqueray Gin*** - New York, NY 2016-2020

Redesigned TanquerayGin.com from scratch with the team and implemented incremental updates. Responsible for UX/UI design and led the team through the visual design execution including visual content ideation and creation.

**Product Designer - *Maybelline*** - New York, NY 2015-2016

Developed and launched Maybelline's new Fit Me! web app. Responsible for UX/UI design and mentored the team through the visual design ideation and execution process.

**Product Designer - *Smirnoff*** - New York, NY 2012-2015

Executed Smirnoff.com's multiple redesign processes. Contributed to the team's UX/UI design process and guided the team on the implementation of the visual design.

**Web Designer & Digital Imaging Specialist - *Drive In Studios DI24*** - New York, NY 2007-2012

- **Notable Clients:** IBM, GE, Citibank, Microsoft, Sony, Vodafone, Merck & Co., Allianz, AstraZeneca, Ikea, Adidas Y-3, Kate Spade, Absolut Vodka, Six Flags, Macy's, Gillette, Food Network and more.

Designed, then coded using HTML, CSS and JavaScript, company and various clients' websites. Contributed to company's marketing campaigns. Supervised and facilitated all digital imaging, photo retouching and digital asset management on advertising photoshoots.

# MAKI HIROSE

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## **EDUCATION**

**New York University** - New York, NY  
UX Design for Emerging Technologies

**Columbia University** - New York, NY  
Full Stack Web Development

**New York University** - New York, NY  
Bachelors of Fine Art in Photography & Imaging  
New York University Honors Scholar and Founders' Day Award Recipient - *Tisch School of the Arts*

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## **CERTIFICATIONS**

**Certified Scrum Master (CSM)** - *Scrum Alliance* - New York, NY