

MAKI HIROSE

Portfolio: makidesigner.com

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SUMMARY

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

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.

EXPERIENCE

Product Designer

- **Companies:** ***Tanqueray Gin*** - New York, NY 2016-2020
Maybelline - New York, NY 2015-2016
Smirnoff - New York, NY 2012-2015

Conducted market research, user research, reported insights to the team, discussed and ideated app designs using Sketch, performed usability testing using InVision, iterated designs and executed visual design. Solicited feedback from Manager and Director. Contributed to front end development coding using React, vanilla JavaScript, CSS and various other technologies. Prepared slide presentations and demonstrated app iterations to the team. Engaged in the company's digital marketing and advertising initiatives.

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, developed, coded using HTML, CSS and JavaScript, updated, troubleshooted and maintained 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.

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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*

CERTIFICATIONS

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