MAKI HIROSE

maki@makicoding.com | 347-615-1458 | New York, NY 11415
Website: makicoding.com
LinkedIn: linkedin.com/in/makihirose | GitHub: github.com/makicoding

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SUMMARY
UX Designer with Full Stack Web Development skills and over ten years of visual experience in the Commercial Photography Industry. Project leader for large scale Advertising Photoshoots. Expert at color, composition and paying close attention to detail. Bilingual in English and Japanese.

TECHNICAL SKILLS
UX Design: Project Management, Market Research, User Research, Contextual Inquiry, User Interviewing, Affinity Mapping, User Persona, User Flow, Sketching, Wireframing, Wireflow, Usability Testing, A/B Testing, Heuristic Evaluation, Prototyping, Responsive Web Design.

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.

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

UX DESIGN PROJECTS
DiaBeatIt App

Proposal: makicoding.github.io/portfolio/v001/009/assets/slides/DiaBeatItUXProposalV3.pdf

App: diabeatit-9.herokuapp.com/

An app to help prevent diabetes through healthy eating.
Technologies used: React, JavaScript, CSS, Moment, Node, Express, Mongoose, MongoDB, API and more.

Split The Check App

Proposal: makicoding.github.io/portfolio/v001/009/assets/slides/SplitTheCheckPresntnv3.pdf

A mobile app that improves the experience of splitting the check at a restaurant between a group of people.

WEB DEVELOPMENT PROJECTS
WeatherTastic App

App: makicoding.github.io/The-Weather-Appropriate-Clothing-App-MHLogic/index.html

An app that gives a recommendation of what to wear and pack based on the weather.
Technologies used: HTML, CSS, JavaScript, jQuery, API, JSON, AJAX, Daterangepicker, Moment.

The Barbershop App

App: evening-everglades-28431.herokuapp.com/index.html

A reservation app using a MySQL database hosted by JawsDB and deployed on Heroku.
Technologies used: HTML, CSS, JavaScript, jQuery, Node, Express, Sequelize, MySQL, API and more.

MAKI HIROSE

EXPERIENCE

Commercial Photographer - *MAKIDIGITAL LLC* - New York, NY   2012 - Present

Founded and operated business, including key decision-making for marketing, social media, photography and video shoots. Headed teams on large scale Advertising Photoshoots, shooting images for both web apps and print, working alongside Directors of Ideation and Brand Managers. Executed photography/videography, photo retouching and video editing. Directed day-to-day operations including project management, client meetings, pitching, estimating, bidding, price negotiation and bookkeeping.

- **Notable Clients:** L'Oréal, Maybelline, Diageo, Smirnoff, Tanqueray Gin, IW Harper, JUICE Pharma, Sterling Vineyards, Landor, Colangelo, Grind Espresso Spirit, Califresca, Blade & Bow, JWT and more.
- Interviewed by Sakura Radio USA, Live On-Air for the talk show "Nama Repo 50 States".
- **Awards:** The Canon Creative Asia Awards │ FoundFolios Collection (3 times).

Website: makidigital.com

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

Supervised and facilitated all digital imaging, photo retouching and digital asset management on Advertising Photoshoots.

- **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.
- Featured on Condé Nast Allure TV and Food Network TV.

EDUCATION

General Assembly, New York, NY   2019

User Experience Design Immersive

Columbia University, New York, NY   2019

Columbia Engineering Coding Bootcamp
Full Stack Web Development

New York University, New York, NY

Tisch School of the Arts, Department of Photography + Imaging
Bachelors of Fine Art in Photography + Imaging

New York University Honors Scholar
Founder's Day Award Recipient
NYU Tisch School of the Arts Dean's List (2 times)