Mariko Hirasawa
Designer

Professional Experience

Freelance Designer/Consultant
2007 - Ongoing

Consults with organizations and businesses on product, graphic, web and experience design projects. *Select engagements include:*

Restart Partners
Creative lead on main website redesign and second info portal. Created branding guide, wireframes and prototypes. Worked with developers to build and deploy responsive websites.

Art + Science Knowledge Building in the XXI Century (ASKXII)
Digital designer and project manager for the US team in preparation for exhibition at Bienal Concepción: Arte y Ciencia. Provided translation and production support on site in Chile.

Sarah Kaye Ceramics
Slip cast production ceramics and mold-making work. Designed and produced custom tools, molds, and print marketing materials.

UX/UI Designer, Redsoul
April 2020 - December 2020

- Design and development of contemporary hand-built furniture brand and ecommerce site, including research, strategy, branding, UX/UI, and content creation.

- Delivered sketches, flow diagrams, wireframes, mockups, prototypes, and design specs documents.

- Built and maintained Shopify site including coding custom responsive layouts for mobile and desktop experiences.

Design & Finish Coordinator, Redsoul
May 2019 - March 2020

- Created marketing graphics and in-house assets for print and digital application following branding guidelines.

- Planned and shot product photography, styling, executed post production editing and organized photographic and other content.

- Developed and documented finishes for production. Researched new materials, managed samples.

Earlier Experience: Industrial Design Intern at Makerhaus and Web Designer at Pentewa Interactive

Education

California College of the Arts
BFA Industrial Design 2012

Skills

UI/UX Design
Industrial Design
Product Design
Visual Design
User Research
Wireframing
Prototyping
3D modeling
Branding
HTML & CSS
2D & 3D Fabrication

Design Tools

Adobe XD
Figma
Photoshop
Lightroom
Illustrator
InDesign
Spark AR
Sketch
InVision
Fusion 360

Contact

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