



# Misaki Suehiro

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## EXPERIENCE

### SHOPIFY Product Designer / May 2019 - May 2023

Designed and launched Shopify's first B2B Checkout, processing \$100+ million GMV

- Collaborated with product, engineering, and stakeholders to define project roadmap and UX strategy, and ensure alignment throughout the entire development process
- Conducted user research including user interviews and usability testing to inform product strategy and design decisions
- Developed detailed wireframes, interactive prototypes, and high-fidelity UI designs to communicate design concepts effectively to the development team

### HANDSHAKE Lead Product Designer / Apr 2018 - May 2019

As lead product designer at B2B e-commerce company, I redesigned our main product's navigation, from information architecture restructuring to creating final visual designs. I created our company's design system to be used across all of our products. I worked on projects that improved our user's ordering experience across multiple platforms.

### RENT APPLICATION Lead Product Designer / Oct 2016 - Nov 2017

I lead design at a digital rental application platform, from product direction to visual design. I redesigned our product from visual rebranding to an overhaul of the user experience. I conducted initial user research including user interviews, heuristic evaluation, competitive analysis and performed usability research post-redesign launch (user interviews, surveys, heat maps, and Google analytics) to continually improve the user's experience.

### DESIGNATION UX Designer / Mar 2016 - July 2016

I participated in an 18 week program where I worked as a UX consultant for various clients in a collaborative agile environment.

## EDUCATION

### UNIVERSITY OF ILLINOIS

Bachelors of Science in Psychology

## SKILLS

UX design

User Research

Brand Identity

UI design

Prototyping

Information Architecture

Usability Testing

Rapid Prototyping

Design Thinking

User Interviews

Wireframing

Heuristic Evaluation

Interaction Design