



Misaki Suehiro

Digital Experience Designer

EXPERIENCE

LEAD EXPERIENCE DESIGNER RENT APPLICATION

OCT 2016 - NOV 2017

Led a product-wide redesign on a digital rental application platform that included rebranding and redesigning the user experience.

- Conducted exploratory research including competitive analysis, heuristic evaluation, user interviews, and quantitative surveys to identify existing issues and define the goal of the redesign.
- Created wireframes, hi-fi screens, and prototypes using InVision for A/B testing, working with developers and QA to ensure the delivery and quality of the final product.
- Conducted validation and usability research post launch such as user interviews, data surveys, VWO heat maps, and Google analytics to continually improve the user's experience.

UX/UI DESIGNER DESIGNATION

MAR - JUL 2016

PRIVITY

Designed an online research collaboration platform for lawyers.

- Performed user research, including conducting user interviews, competitive analysis, collecting survey data, creating personas and journey maps.
- Developed multiple prototypes and created site information architecture based on user research.
- Conducted multiple rounds of usability testing to refine the final Axure prototype.

ORANJ

Redesigned a key user interaction flow in an online wealth management tool.

- Conducted a heuristic evaluation, user and SME interviews, competitive analysis, and domain research to identify areas for improvement.
- Synthesized user research, developed wireframes and prototypes, iterating based on A/B testing feedback.
- Created mid-fidelity Invision prototype to improve user interactions, and delivered a set of design solutions from our research insights.

CONTACT

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EDUCATION

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

DEC 2014

Bachelor of Science in Psychology

SKILLS

User Research

Prototyping

Usability Testing

User Interviews

Brand Identity

Information Architecture

Rapid Prototyping

Wireframing

TOOLS

Sketch

Illustrator

Photoshop

Axure RP

HTML5/CSS3

InVision

Proto.io