

# Nicholas C. Yamamoto

Culver City, CA 90230 | (408) 318-3190 | [nicholas.c.yamamoto@gmail.com](mailto:nicholas.c.yamamoto@gmail.com)

LinkedIn: [in/nicholasyamamoto/](https://www.linkedin.com/in/nicholasyamamoto/) | Portfolio: [www.nickyamamoto.com/](http://www.nickyamamoto.com/)

## SUMMARY:

UX Designer with experience in media advertising and a certificate in UX/UI from University of California, Irvine. Skilled in Marketing, User Research/Testing, Wireframing, and Prototyping. Highly adaptable learner and team player who always looks to accomplish tasks in the most efficient manner. Keen eye for identifying issues in work-flows and ideating solutions to address them. Aiming to help users accomplish their tasks in a cohesive, streamlined experience.

## TECHNICAL SKILLS:

- **Technical:** User Research, User Testing, Wireframing & Prototyping, Marketing, Media Planning, Graphic Design, Vector Illustration, HTML/CSS
- **Applications:** Adobe XD, Miro, Invisionapp, Figma, Affinity Photo, Adobe Creative Suite (Photoshop, Premiere), Microsoft Office (Word, Excel, Powerpoint, Outlook)

## PROJECTS:

**FCC Responsive Website Redesign | Case Study:** <https://www.nickyamamoto.com/fcc-website-redesign>

- **Summary:** An evaluation and proposed redesign of the Federal Communications Commission (FCC) website at the end of 2020.
- **Skills:** User Testing, Wireframing, Prototyping
- **Tools:** Miro, Figma, Adobe XD

**Week-by-week Calculator Template:** <https://www.nickyamamoto.com/weekbyweek-calculator-template>

- **Summary:** A simple solution to streamline the process of calculating media spend by week for finance and performance metrics which cut task completion time in half.
- **Skills:** Empathy, Workflow Analysis
- **Tools:** Microsoft Excel

## EXPERIENCE:

**UM Worldwide**, Los Angeles,  
CA

*Senior Associate, Portfolio Management*

*June 2018 – September 2020*

*Associate, Portfolio Management*

*August 2016 – June 2018*

- Integrated a self-created calculator template to manage weekly reporting for finance and campaign performance metrics which cut average task completion time in half
- Consistently updated and improved process documents that streamlined workflows and shortened task completion times
- Derived audience insights and behavior patterns vital to the development of successful media advertising campaigns

**Sony Pictures Entertainment**, Culver City, CA

January 2015 – December 2015

*Digital Media Group Product Intern*

- Created and developed features for web-based asset management application using UX and UI methods and tools
  - Established online User Manual using MediaWiki
  - Identified users' pain points of existing features as well as desired functionality
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**EDUCATION:**

**UCI Division of Continuing Education**, Irvine, CA

April 2021

Certificate, *UX/UI Design*

**University of Southern California**, Los Angeles, CA

December 2015

Bachelor of Arts, *East Asian Languages and Cultures*; Minor: Marketing