

Nicholas C. Yamamoto

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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: 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: 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

Associate, Portfolio Management

June 2018 – September 2020

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