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.

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SKILLS:

- **Technical:** User Research, User Testing, Insight Synthesis, Wireframing & Prototyping, Marketing, Media Planning, Graphic Design, Vector Illustration, Code conversational (HTML, CSS, Javascript)

- **Applications:** Adobe XD, Miro, InVision, Figma, Affinity Photo, Adobe Creative Suite (Photoshop, Premiere), Microsoft Office (Word, Excel, Powerpoint, Outlook)

- **Languages:** Japanese (JLPT N3 Certified), Mandarin (Elementary), Korean (Basic)

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PROJECTS:

LIFE Church Website Redesign | Case Study:
www.nickyamamoto.com/life-church-website-redesign
- **Summary:** An evaluation and proposed redesign of the LIFE Church of West LA website at the beginning of 2021.
- **Skills:** User Research, User Testing, UX Design, Sketching, Wireframing, Prototyping, HTML, CSS, jQuery, Bootstrap
- **Tools:** Miro, Figma, InVision, Visual Studio Code, Github

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, UI Design
- **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

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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