

TAYLOR N. HONDA

www.taylorhonda.design | taylorhonda@berkeley.edu | (323) 387-2605 | linkedin.com/in/taylorhonda

PERSONAL STATEMENT:

User Experience and Graphic Designer passionate about problem-solving, human behavior, and social good. My goal is to integrate both my understanding of human behavior and design to solve human problems using technologies.

EXPERIENCE:

March 2017

Share & Tell | www.sharentell.com | UIUX Designer

- Conceptualized identity by designing logo and mockups for mobile product using Sketch
- Advocated for user experience by explaining design trends and usability heuristics
- Balanced ux, coding, and business goals by working closely with CEO and CTO/Developer

February 2016 - present

Innovative Design | Graphic Designer

- Enhanced visual branding by designing fliers, infographics, apparel, and logos
- Established collaborative setting by engaging in design critiques with team and clients
- Improved client satisfaction by communicating with clients throughout design process

January 2015 - May 2016

The Daily Californian | Night Producer

- Ensured design style rules were followed by making final edits before sending to print
- Confirmed business transactions by communicating with printing company via phone
- Improved workflow by assisting editors with problems using InDesign
- Assisted Night Editor in correcting errors

May 2015 - August 2015

The Daily Californian | Design Editor

- Ensured deadlines were met by leading 20-member team through a tight schedule
- Hired skilled designers based on resume, cover letter, portfolio, and interview reviews
- Established consistency by training new designers to follow style rules and processes
- Enhanced aesthetic appeal by overlooking and editing all designs for print and online
- Improved cross-departmental communication by participating in weekly critiques
- Addressed issues by making editorial and policy decisions with other Board members

April 2014 - June 2015

College Track | Academic Tutor

- Improved student learning in math and writing by teaching effective methods of study
- Tracked student progress by writing evaluations each work day
- Learned how to better support students by participating in several workshops
- Gave additional support at the Saturday program for at-risk students

SKILLS:

Design:

Illustrator / InDesign / Photoshop /
Lightroom / Sketch / Figma

Coding:

HTML / CSS / jQuery / Bootstrap

General:

Word / PowerPoint / Excel / Stata /
Google Tools / Social Media /
Transcription / Typing 80 wpm /
UX Research / Qualtrics

RELATED COURSES:

Graphic Design Principles /
UX Design / UX Research /
Web Design / Photography Principles /
Quantitative Research Methods /
Introduction to Business /
Sociology of Culture /
Innovation and Entrepreneurship

EDUCATION:

University of California, Berkeley
B.A. Sociology, May 2017

ACCENT Center Florence
Italian Language & Culture
June-August 2016