Visual / Product Designer, Web Accessibility

Yoshiko Oka Wright

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Experience

Freelance Product Designer, Web Accessibility

September 2020 - Present

- Demonstrate expertise in planning, building, designing, and maintaining digital products.
- Lead an ongoing accessibility initiative, ensuring designs adhere to current standards while continuously updating knowledge on evolving web accessibility best practices.
- Educate junior to mid-level designers on design processes and methodologies through mentorship.

Senior Product Designer | Maven Coalition Inc. (Seattle, WA)

July 2016 - August 2020

- Led the design of a new media platform; the MVP launch attracted over 300 publishers and received about 90 million unique clicks per month.
- Contributed to the project by working on UX/UI design, front-end development, and hiring designers during the early product phase.
- Developed the product design system alongside the engineering team, focusing on creating scalable, code-based components.

UX/UI Engineer | Scout Media Network (Seattle, WA)

August 2015 - July 2016

- Improved project efficiency and product quality by bridging engineering and design teams.
- Used SASS and JavaScript to speed up the translation of static mockups into live components.

Visual Designer, Kindle Marketing | Amazon (Tokyo / Seattle)

June 2012 - May 2015

- Drove the online merchandising of visual assets for a range of products, including Kindle, Fire Tablets, and Fire TV.
- Achieved a significant milestone by successfully launching Amazon devices in the highly competitive Japanese market.
- Made a huge impact on the global teams by redesigning the welcome email template, saving close to 350 hours across all launches.

Visual Designer | Amazon (Seattle, WA)

September 2010 – January 2012

Worked for the Gift Cards and Global Visual Experience Design teams, responsible for updating and maintaining their shopping promotion pages.

About Me

As a designer based in Seattle, my expertise lies in UX/UI and visual design with a keen interest in web accessibility. My involvement in front-end development not only streamlines production processes but also ensures inclusive design practices. I'm passionate about cross-disciplinary roles and collaborating with cross-functional teams to create user-friendly and accessible digital experiences.

Skills

Visual Design
UI/UX design
Coding
Prototyping
Web accessibility

Design Tool

Figma
Adobe Creative Suite
Webflow

Front-end Development

HTML/CSS
React
Astro
Next.js
Tailwind CSS

Education

Tokyo Zokei University
Bachelor of Design and Fine Arts
- Graphic Design
- Advertising

Languages

English
Japanese

Graphic and Web Designer | JEN, Inc. (Seattle, WA)
April 2008 - August 2008

Designed the monthly Japanese magazine in Seattle using InDesign. Also created digital ads and websites for their clients.

Freelance Web Director and Designer (Tokyo, Japan)
June 2006 - April 2008

Planned, built, designed, and maintained websites as a freelancer for 2 years. Clients included design agencies, a TV station, a mail-order corporation, movie promotion companies, and more.

Senior Design Manager | Channel Plus, Inc. (Tokyo, Japan)
May 2005 - April 2006

Planned, redesigned, and maintained content for Tokyo Broadcasting System (TBS) official website using XHTML, CSS, JavaScript, and their custom CMS. Managed and mentored a team of 10 designers.

Web Director and Design Lead | Digital Plus Inc. (Tokyo, Japan)
September 2002 - October 2004

Carried out the planning and execution of official websites for major motion pictures such as Spider-Man 2 and Charlie's Angels. Collaborated with engineers to create web games, blogs, and shopping systems. Managed a team of 4 designers.

Web Content Director | Sony Communication Network Corporation (Tokyo, Japan)
October 2001 - August 2002

Planned and managed the So-net contents, particularly for movies and TV content.

Graphic and Web Designer | i-cf, Inc (Tokyo, Japan)
October 1999 - June 2001

Designed and launched over 50 websites at the web consulting agency that went public in 2000 on the Tokyo Mothers market. Created posters, brochures, and logos for their clients.

Graphic Designer | Od Inc. (Tokyo, Japan)
May 1998 - August 1999

Worked as a packaging designer for food products. Coca-Cola and Yukijirushi were the main clients.

Graphic Designer | Studio Uni Corporation (Tokyo, Japan)
March 1997 - April 1998

Worked as a graphic designer for the ad agency. Designed merchandise brochures and flyers for ISETAN, one of Japan's most successful department stores.

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