

Sr. UX/Product Designer

Yoshiko Oka Wright

yoooooka@gmail.com | <https://yoshiko.901farm.com/>



Experience

Freelance UX and Product Designer

September 2009 - 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.
- Collaborate with clients and stakeholders to raise awareness about web accessibility, ensuring web applications are inclusive for users of all abilities.
- 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.
- Involved in developing the product design system alongside the engineering team, focusing on creating scalable, code-based components.

Front-End Designer | 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 coding to speed up the translation of static mockups into live components.
- Facilitated smooth teamwork by collaborating with project managers, engineers, and designers.

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

Contract designer for Amazon Visual Experience Design team.

About

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

UI/UX design
Visual Design
Coding
Prototyping
[Web accessibility](#)

Design Tool

Figma
Sketch
Adobe Creative Suite
Webflow

Front-end Development

HTML/CSS
React
Typescript
Tailwind CSS

Education

Tokyo Zokei University
Bachelor of Design and Fine Arts

- *Graphic Design*
- *Advertising*

Languages

English
Japanese