

Namika Hamasaki

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Experience

■ Product Designer - Tradecraft -----San Francisco, CA / Nov 2017 - Feb 2018

Laughly - Comedy Streaming iOS app

- Conducted research and competitive analysis to gather insights and identify user pain points
- Created lo-fi prototypes and tested with users to insure adherence to usability conventions
- Built a design system to allow the team to design more efficiently and consistently
- Delivered a hi-fidelity prototype that effectively met client goal of integrating video and audio content

Finery - Wardrobe Operating System

- Created, iterated sketches and low-fidelity for redesign dashboard
- Directed design system and created hi-fidelity

Wonolo - On-Demand Staffing Platform

- Managed project timeline and led a team of designers
- Facilitated a Design Studio to create sketches and wireframes
- Delivered a hi-fidelity Android prototype that effectively met client goal of increasing finished profile

■ UX/UI Designer - Freelance ----- Remote / Jan 2016 - Nov 2017

- Designed logo and web design for new startup companies to develop their brands
- Designed print materials (business cards, stickers)
- Designed user interface for touchable digital signage in experience exhibition

■ UX/UI Designer - LiB, Inc. ----- Tokyo, Japan / Jan 2016 - Feb 2017

- Worked closely with a product manager and engineers to develop job search marketplace LiBzCAREER
- Designed mobile-optimized HTML email and iterated it with analysis for improvement CTA
- Designed the website for Japan Women Awards 2016 by Forbes JAPAN

■ Interactive Planner & UI Designer - SIX, Inc. ----- Tokyo, Japan / Jun 2013 - Sep 2015

- Planned digital and event promotion in terms of branding for Google, PlayStation
- Designed a user interface on a promotional video for GooglePlay, PlayStation, Pokémon GO
- Created a pitch deck to allow the team to beat a competitive presentation

■ Web Designer - Hakuodo i-studio, Inc. ----- Tokyo, Japan / Apr 2009 - Jun 2013

- Designed large scale corporate websites for public companies in Japan
- Designed an iPad car catalog app for TOYOTA that assists an automobile dealer in selling

■ Web Designer - Hatena, Inc. ----- Kyoto, Japan / Apr 2008 - Mar 2009

- Designed and developed a website for blogging platform utilizing HTML, CSS

Education

■ Kyoto University of Art and Design ----- 2005-2009

Bachelor of Arts - Department of Information Design focusing on communication, graphics, and web

Skills and Tools

Visual Design / Information Architecture / Sketch / Figma / Adobe CC / Framer / HTML / CSS / Abstract