

Seira Yasumatsu

Product Designer in San Francisco, CA

seirayasumatsu.com
seiray117@gmail.com
(415)606-2993

I am

Creative problem solver and collaborator with a thoughtful approach to challenges and a background in education. Thrives to provide User-Centered design with technical knowledge in an agile environment.

Skills

UX/UI Design	Info Architecture
User Research	Brand & Identity
User Testing	Rapid Prototyping
WCAG	Usability Testing
Personas	Wireframes
User Stories	3D Design
Mobile Design	Visual Design

Software

Photoshop	Balsamiq
Illustrator	Solidworks
InDesign	Rhino3D
Figma	HTML/CSS
Adobe XD	JavaScript
Invision	Github
Maze	

Award

Stanford Design Challenge

1 of 3 recipients out of a group of 70 submissions representing 42 universities in 19 countries to win an award for the garden station, "Gather"

Education

Bloc,
User Experience & Front End Development Apprenticeship

October 2018 - June 2019

San Francisco State University,
BS in Industrial Design

August 2015 - May 2018

Experience

IPMD

Creative Director

San Mateo, CA (Remote) | March 2023 - Present

- Crafted persuasive slide decks, garnering recognition as a top startup at the 2023 Startup World Cup in Silicon Valley, showcasing our pioneering AI-powered emotional insights services.
- Spearheaded the strategic overhaul of our company website, aligning it with evolving business models and simplifying product and service comprehension for potential investors, enhancing IPMD's market appeal.
- Conducted in-depth market research and competitive analysis to identify gaps and opportunities, informing the development and enhancement of IPMD's product offerings and ensuring a competitive edge.

TogetherWell

UX/Product Designer

Oakland, CA (Remote) | May 2022 - March 2023

- Collaborate with CEO, PM, and engineer on a weekly basis to assess business goals and strategize on building a stronger market fit for their product and services.
- Improved the flow and design of membership-type pages to make for a simplified user experience and to help increase the number of paid users on the platform.
- Revamped user tasks and flows of workshop pages for users to find a workshop easily and to host a workshop for mental health professionals

Bloc

UX/UI Designer and Front-End Developer

Apprenticeship | October 2018 - June 2019

- Executed UX and UI design process from concept to delivery of project to create a family collaboration mobile app for a centralized resource for a busy family
- Used Google Forms and interviews with 40+ potential users to identify pain points and opportunities to optimize the mobile app's experience
- Created a design system of 30+ components that reduced technical debt for both designers and engineers

Stanford Center of Longevity Design

Product Designer

Palo Alto, CA | September 2017 - April 2018

- Designed and built a versatile garden bench that made it possible for elders with disabilities to continue gardening
- Worked closely with 50+ elders and visited multiple senior centers and homes to design a product that won a 3rd place award at the Stanford Design Challenge