

TOMOMI TSUKIOKA

Product Designer

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DESIGN EXPERIENCE

● West Monroe Partners

Product Designer, Remote | May 2022 - Present

- Collaborated with service designers, engineers, project managers, and product owners to deliver human centered solutions for clients
- Led workshops with clients to define problems, needs, and pain points
- Worked as a team to bring innovative solutions in an agile environment
- Contributed as lead designer on multiple projects, including proof of concepts that led to business development

● GE Appliances

UX/UI Designer, Remote | October 2021 - April 2022

- Design compelling digital assets that reflect the Café Appliances brand
- Collaborated with content, marketing, and engineering team for seamless asset execution
- Work on multiple landing pages, gateways, and banners simultaneously
- Own and maintain Café's design system on Adobe XD

● LYVEaffair

UX/UI Design Intern, Remote | August 2021 - October 2021

- Create prototype in Figma based from wireframes
- Participate in weekly design meetings
- Work collaboratively with designers, engineers, and senior management

● KAZM (Formerly Junto)

UI Design Contractor, Remote | July 2021 - August 2021

- Conducted stakeholder meetings to understand needs
- Followed UX research methods to recognize design solutions
- Created unique design solutions following brand guidelines

UX/UI Designer, Remote | June 2021

- Conducted competitive and comparative analysis and synthesis
- Conducted user interviews and surveys to create "I" statements
- Created personas, journey mapping, user flows
- Usability testing was conducted and results were synthesized for prototype iterations

● U-CAN Americas, Inc.

Marketing Manager || Design Lead, San Jose, CA | March 2017- April 2021

- Created wireframes for the relaunch of new website
- Crafted and grew brand image on social media, blogs, e-newsletters, and website
- Grew customer list by more than 200% in less than one year

● Kinokuniya Bookstore

Marketing Chief || Graphic Designer, San Francisco, CA | April 2014 - March 2017

- Solely responsible for designing marketing and collateral materials for all ten stores
- Successfully executed a new website including layout, typography, copywriting, and design.
- Designed the 90th Anniversary logo

SKILLS

USER INTERVIEWS
QUALITATIVE RESEARCH
AFFINITY MAPPING
CARD SORTING
USERFLOWS
PERSONAS
JOURNEY MAPPING
INFORMATION ARCHITECTURE
SITEMAPPING
WIREFRAMING
PROTOTYPING
USABILITY TESTING
USER INTERFACE DESIGN

TOOLS

FIGMA
AXURE
INVISION
SKETCH
MIRO
ADOBE CREATIVE SUITE

EDUCATION

GENERAL ASSEMBLY
User Experience Design Immersive
APRIL 2021- JULY 2021 || Remote

ACADEMY OF ART UNIV.
Photography, Masters of Fine Art
2010 - 2013 || San Francisco, CA

ILLINOIS INSTITUTE OF TECH.
Architecture, Bachelor of Architecture
2004 - 2009 || Chicago, IL

LANGUAGES

ENGLISH - NATIVE
JAPANESE - NATIVE