

# YOSHI AZUMA

UX/UI DESIGNER

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HELLOYOSHI.COM 

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## SUMMARY

UI/UX designer focused on developing meaningful experience with creative problem-solving approach by leveraging branding, graphic and web design background.

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## EXPERIENCE

**WEB DESIGNER** - Contract 06.2020 - PRESENT  
WireWheel, Arlington, VA

- Produce brand-consistent and responsive marketing landing pages and blog posts for the data privacy management SaaS start-up by applying design thinking processes utilizing Figma, WordPress Divi theme, and CSS.
- Conducted evaluation of the recordings of the user interaction with the demo request form; analyzed and designed against findings to improve the usability of the form.
- Collaborate with an external web development team in an agile scrum framework to ensure proper implementation of ongoing design updates to optimize and improve the user experience of the website.
- Achieved nearly 60% conversion rate increase of the campaign page by improving the user experience and conducting A/B testing during the 4 weeks sprint.

**DIGITAL DESIGNER** - Contract 12.2019 - 03.2020  
Hilton, Mclean, VA

- Conceptualized, designed, and executed creative solutions that adhered to 17 brands within the Hilton portfolio. Projects included marketing email, banner graphics, social media graphics, social media engagement campaign, digital publications, identity design, landing pages, storyboards for video productions, and presentation decks.
- Collaborated with copywriters, art directors, animators, production designers, account executives, executing multiple high-quality projects in a fast-paced environment.

**FREELANCE GRAPHIC DESIGNER** 03.2012 - 01.2020  
Association of American Educators, Alexandria, VA

- Led the effort to refresh the brand voice and marketing materials that contributed to an 85% membership increase and a \$1.8M increase in revenue over time in the competitive market.
- Created a wide range of print and digital projects, including publications, monthly newsletters, event logos, icons, infographics, brochures, fliers, signage, digital ads, social media graphics, signs, and illustrations, increasing visibility & supporting marketing efforts.

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## VOLUNTEERING

**Web Designer**  
Japanese Education Institute, Inc.  
2010 - 2019

**Assistant Director of Membership**  
Louisville Graphic Design Association  
2008 - 2010

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## SKILLS & TOOLS

Adobe Creative Cloud	HTML/CSS
Acrobat	Command-line
Dreamweaver	WordPress
Illustrator	Google
InDesign	Workplace
Lightroom	Microsoft Office
Photoshop	Monday
XD	Jira
Figma	Trello
Sketch	Illustration
InVision	Photography
HotJar	Japanese

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## EDUCATION

**Virginia Commonwealth University**  
Richmond, VA

Bachelor of Fine Arts in  
Communication Arts and Design

**Skillcrush**  
User Experience Design

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## RECOGNITIONS

**Essteem Rural Gap Equalithon**  
MAY 2021  
Winner