

Namika Hamasaki

San Francisco, CA 628-246-5506 namika@hmsk.co <http://linkedin.com/in/namika-hamasaki>

Experience

▪ Brand & Product Designer - Freelance ----- Remote / Jan 2016 - Present

- Built brand identity with logo design and guideline for startup companies to tell their philosophy
- Designed a landing page to make a start of a brand
- Made interactive high-fidelity prototypes to embody the brand identity

▪ Product Designer - Tradecraft ----- San Francisco, CA / Nov 2017 - Mar 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 - 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 - Hakuhodo 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 / Principle / Framer / HTML / CSS / Abstract