



TATSUYA AOKI

HIGHLY EFFICIENT UX/UI DESIGNER

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EDUCATION

RINGLING COLLEGE OF ART & DESIGN

SARASOTA, FL

BFA in Illustration

• 3.7 GPA

• President's List Honors

TECHNICAL SKILLS

SOFTWARE

ILLUSTRATOR

PHOTOSHOP

AXURE PRO 7

AFTER EFFECTS

QC ORIGAMI

LANGUAGES

HTML5

CSS

LESS

TWITTER BOOTSTRAP

JAVASCRIPT

PROFILE

Seasoned Web Design specialist with a background in traditional illustration, leveraging UX methodologies to optimize user experiences, identifying and resolving problems, utilizing strong visual communications skills. Applying diverse experiences to create intuitive UI's to engage the user with subtle queues to increase conversion. Advocate for open communication and collaboration, encouraging creativity, and inspiring teams to make process and products more efficient, while delivering results.

WEB & APPLICATION DESIGN | WIREFRAMES | WORK FLOWS | UX METHODOLOGIES | COLLABORATION | PIXEL PERFECT | ORGANIZATION | PURPOSEFUL ANIMATION | SVG | LESS | SCRUM | KANBAN | FAST PROTOTYPING

EXPERIENCE

COBALT / ADP

BROOKLYN, NY
2010-2014

"Cobalt connects car buyers with car dealers online with complete automotive marketing solutions."

UX Designer

Reviewed acceptance criteria for enhancements to CMS, created wireframes and work flows to present at Scrum meetings. Evaluated usability studies, produced final mock-ups along with website assets, and assisted development team until product goes live.

- Improved product quality by creating and scheduling usability study, gauging product effectiveness, identifying issues, and making adjustments to design.
- Optimized product delivery time by assisting developers with clear visual work flows and design-guides in high fidelity mock-ups.
- Exceeded ADP's Projected Sales for 2013 with launch of customizable web site building platform by designing advanced editing tools for existing CMS as well as the look and feel of default website.
- Increased research and asset communication by organizing the design teams online resource center, consolidating all entries into distinct categories, creating template pages for usability studies, and assisting team in producing documentation with consistent format for ease in understanding.



CONTACT

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BZ-RESULTS / ADP

PROVIDENCE, RI

2005-2010

“BZ Results is a digital marketing platform developed for exclusively assisting car dealers with Internet marketing.”

Flash Designer

Collaborated with Project Manager and clients in gathering requirements for designing Flash website, using existing template, and modifying look and feel. Re-created client logos in vector format for Flash animation. Contributed to the resource library.

- Met client expectations and increased client web presence by designing and building custom Flash website, ensuring clients stand out amongst competition while generating more leads.
- Reduced workload, increased efficiency and inspired creativity by contributing to resource library with well-documented Flash components and Photo-shopped image assets.
- Maintained team quality and productivity as lead advisor on Adobe Illustrator by providing tips for streamlining work flow and communicating web design best practices.