TATSUYA AOKI
HIGHLY ORGANIZED UX/UI DESIGNER

Brooklyn, NY
1 (401) 378-3191
wave@tatsuyaaoki.com

EDUCATION

RINGLING COLLEGE OF ART & DESIGN
SARASOTA, FL

BFA in Illustration

• 3.7 GPA
• President's List Honors

TECHNICAL SKILLS
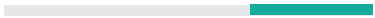
SOFTWARE

ILLUSTRATOR

ADOBE XD

AXURE RP

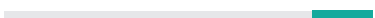PHOTOSHOP

AFTER EFFECTS

LANGUAGES

HTML5

CSS

LESS

TWITTER BOOTSTRAP

JAVASCRIPT

PROFILE

Tatsuya started his career with little to no knowledge of web design. His portfolio consisted of a single incomplete Flash website built entirely in keyframes. Fortunately, It was enough. It demonstrated his understanding of the key principles of User Interface Design: Discoverability, Learnability, and Delight. Throughout his time in the industry, his skills evolved alongside the technology. From the obsolescence of one platform, the focus toward mobile, and now the integration of qualitative and quantitative user data to inform design decisions. Working alongside Clients, Project Managers, and Developers, Tatsuya has successfully leveraged UX methodologies to deliver products to market.

EXPERTISE

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

EXPERIENCE

COBALT / ADP
UX Designer
BROOKLYN, NY
2010-2014

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

■ Improved product quality through research, formulating strategies, prototypes, usability studies, gauging product effectiveness, and making adjustments to design.

■ Optimized product delivery time by assisting developers with clear visual work flows and design-guides in low/high fidelity mock-ups. Provide assistance on front-end development when necessary.

■ Lead Designer behind the look and feel of the advanced templates generated by the CMS-2.0. The successful launch of the product helped CDK exceed Projected Sales for 2013.

■ Increased productivity by reorganizing the Design Resource Library. Consolidating all entries into distinct categories. Create template pages for Usability Studies, Competitive Analysis, and General Research.

CONTACT

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BZ-RESULTS / ADP
Flash Designer
PROVIDENCE,RI
2005-2010

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

- Exceeded client expectations through increased lead generation with custom Flash websites, ensuring clients stand out among competitors without sacrificing usability.

- Decreased load time by optimizing Automotive OEM assets in vector format. For example, reducing a 2MB logo to 300KB without sacrificing quality.

- Reduce workload, increase efficiency and inspire creativity by contributing to the Resource Library with well-documented Flash components and Photoshop assets.

- Assist team members as Lead Advisor of Adobe Illustrator. Provide tips for streamlining work flow and communicating web design best practices.

- Attract new clients at annual N.A.D.A. Automotive Conference. As Lead Designer for special projects, Create unique products that inform as well as entertain potential clients.