Ken Yuzuriha

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Product Designer

Specialized in: Human-centered Product Design, User Research, and Rapid Prototyping

7+ years of experience in product and UX/UI design fields as a motivated and creative UX/UI Designer. A proven record of designing innovative, human-centered, responsive digital solutions enhancing brand and corporate identity and creating exciting digital art leveraging technology and illustrative skills. Special expertise in digging for the deeper "why", creating with purpose and empathy to solve compelling and complex problems, and developing UX documentation, including user journeys, user testing, sitemaps, and wireframes.

Interaction & Visual Design **|** Front-end Development **|** Wireframe & Prototyping **|** Flow Diagrams, Storyboards, & Mockups **|** Universal Design Principles **|** User Research **|** Product Strategy **|** Team Collaborations **|** Cross-functional Communication **|** Adaptive Problem-solving **|** MS Office

Professional Experience

Lead UX Designer   **NetApp |** Sunnyvale, CA **|** 06/2017 – Present

- Designed enterprise software for the product and sales enablement team of the cloud data services company.
- Drove annual data storage bookings of over $1.3B by leading innovative development projects.
- Created user experience design for QuoteEdge Mobile, an app showcased at NetApp Insight 2019, and providing intelligent and convenient pricing and quoting enablement to sales teams.
- Conducted continuous user research for new product features using persona creation and empathy mapping techniques.
- Performed information architecture analysis with card sort activities to drive intuitive site design.
- Contributed to cross-company UX efforts to rebrand software tools and create a universal style guide.
- Rebranded the QuoteEdge desktop solution as a responsive web framework in compliance with new company style standards.
- Created design specifications for developers communicated through user flow maps and interactive prototypes using Sketch and InVision Studio.
- Recruited and managed contract resources for long term UX initiatives.

UI/UX Design Developer   **Ensenta (Jack Henry & Associates) |** Redwood City, CA **|** 04/2014 – 06/2017

- Developed financial SaaS solutions for over 1K commercial clients acting as the Principal UX Designer of the software company.
- Championed business growth through the design and development of the company's 1st mobile payment and wireless check scanner solutions.
- Recruited as the first member of the mobile team and assisted in team development by onboarding and organizing members.
- Created wireframes using Sketch and InVision Studio to pixel-precise specification for entire suite of mobile and web banking solutions.
- Developed front-end for web and mobile solutions using HTML, CSS, JavaScript, and Android.
- Practiced SCRUM methodology within fast-paced development teams.

Product Design Intern   **Bosch |** Palo Alto, CA **|** 06/2013 – 03/2014

- Participated in experience design and prototype development for a Silicon Valley-based R&D think tank to realize new technologies leveraged by Bosch in-vehicle head unit and instrument cluster products.

Product Design Intern (Cont.)   **Bosch |** Palo Alto, CA **|** 06/2013 – 03/2014
- Built physical prototypes supporting the business development team to demonstrate various acquired proof of concept technologies.
- Assisted in the design and building of an interactive connected car mockup showcased at CES 2014.
- Created user journeys and vision videos for future in-vehicle features using an aggregate of business strategy and user insight.
- Generated test scripts and conducted usability tests in the on-site driving simulator to evaluate multimodal prototypes.
- Vetted and selected design consultant and fabrication vendor candidates for client-facing build projects.

UI Designer   **ThrowMotion Inc. |** Sunnyvale, CA **|** 09/2012 – 02/2013
- Developed UI and visuals for the android port of a connected table game in compliance with branding standards.
- Conducted usability testing for connected table gaming experience.
- Ordered hardware components for ongoing development of physical game table.

Product Design Intern   **Sony Mobile |** Redwood City, CA **|** 02/2011 – 03/2012
- Built proof-of-concept connected prototypes using cloud-based communication API and Arduino components.
- Built a rover and programmed a smartphone to control it remotely.
- Worked on Stanford campus with a team of student interns during the school year to develop android prototypes and ideate on product experiences using Sony Ericsson tech.

Education

Bachelor of Science, Product Design – Stanford University | Stanford, CA

Professional Development

Visual Design Principles | Diagramming and Prototyping for UX | Information Architecture (IA) and Content Strategy | User-Interface (UI) Design

Technical Proficiencies

Management Applications	Microsoft Azure, Microsoft Teams, Jira
Programming & Development Tools	Sketch; InVision; Adobe CC; Axure RP; Origami Studio; Framer; Keynote; HTML; CSS; JavaScript; Android;
Methodologies & Concepts	Design Thinking (d.school), SCRUM, Agile