

yuiko majima

Los Angeles, CA

+1 919 593 4338

yuikomajima@gmail.com

[linkedin.com/in/yuikomajima](https://www.linkedin.com/in/yuikomajima)

yuikomajima.com

PROFILE

I'm a UX designer with a background in live entertainment and tech innovation. I enjoy designing experiences that maximize a product's potential

EDUCATION

UCLA Extension

Design Communication Arts & UX Design Certificate

- UX Design, UX Research, Visual Design, UI, Design Principles

University of California, Los Angeles (UCLA)

B.A. Communication Studies

Summa Cum Laude, College Honors

- Behavioral research on internet and media consumption

CERTIFICATION

Project Management Professional (PMP)
Certified Scrum Master (CSM)

AWARDS

Sportel Award 2020

Digital Prize for WWE ThunderDome

MIT Hacking Medicine

Best Business Model Award for Mama, a mental health app for new moms

SoftBank

High Sales Performance Award

EXPERIENCE

The Famous Group / UX/UI Designer

Los Angeles, CA / April 2020 - Present

The Famous Group is a creative agency for fan experience solutions

- Led release of WWE ThunderDome which has approximately 250k users to date. Maintained 80% of recurring users and increased TV viewership by over 10%
- Led the design for US Open's Virtual Player Box bringing the player entourage to the US Open games in 2020
- Redesigned a B2B enterprise software for a professional sports team improving operator efficiency
- Gather user requirements and create process maps
- Design wireframes, design systems, UI elements, and mockups
- Collaborate cross functionally across multiple disciplines (client, development, product management, C-suite)

Neochrome / UX Designer

Los Angeles, CA / Jan 2020 - Dec 2020

Neochrome is a UX/Web Design agency for early stage startups

- Increased new users by 14% and user engagement by 78% on Bailiwick, a place-based social media app. Designed wireframes and high fidelity mockups and QA testing
- Launched a Shopify site for Made for More, a social impact marketplace. Led content management, information architecture, development, and strategy

SoftBank Telecom America / Business Designer

Torrance, CA / Mar 2018 - Feb 2019

Our team designed business models with startups & corporations

- Gathered Japanese corporations pain points and needs
- Sourced technology for potential strategic partnerships
- Conducted user testing for partnership solutions
- Partnerships include go-to-market, marketing, and tech pilots
- Industries include mobile app, IoT, robotics, AI, healthcare, hospitality, rideshare

SoftBank Corp. / Global Account Manager

Tokyo, Japan / Apr 2015 - Feb 2018

Our team provided live video content to broadcasters worldwide

- Managed 100+ projects with 11+ countries
- Generated \$3M revenue annually (10% of department revenue)
- Led an infrastructure project saving \$85K of cost annually
- Led network expansion via interconnection with other telcos

SKILLS

Project Management

Sales & Marketing

Business Development

Facilitation & Presentation

HTML

Sketching

Wireframes

Rapid Prototyping

User Interviews

Shopify

Google G Suite

Microsoft Word

Microsoft Excel

Microsoft Powerpoint

Keynote

Adobe Acrobat

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe XD

Invision

Sketch

Figma

English (native)

Japanese (native)