yuiko majima

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PROFILE

I'm a Lead Product Designer focused on delivering 0 to 1 products. Leveraging my background in business development and strategy, I work closely with teams to co-create product vision and principles that bring ideas to life. My approach is collaborative - integrating design thinking, research, and cross-functional expertise to create delightful experiences for our users.

EDUCATION

University of California, Los Angeles (UCLA)
B.A. Communication Studies
Summa Cum Laude, College Honors

UCLA Extension
Design Communication Arts Certificate
UX Design Certificate

CERTIFICATIONS

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

AWARDS

Sportel Award 2020
Digital Prize for WWE ThunderDome

SoftBank
High Sales Performance Award

VOLUNTEERING
Mentor – ADPList
25+ mentorship sessions

EXPERIENCE

Agoda (A Booking Holdings company) — Bangkok, Thailand
LEAD PRODUCT DESIGNER | MAR 2023 - PRESENT

- Leading product strategy with product and research counterparts for the Trips team that focuses on providing customers with a delightful and seamless travel experience across various product funnels (accomodation, flights, activities, etc.)
- Incorporated design sprints into our product visioning process.

SENIOR PRODUCT DESIGNER | MAR 2022 - FEB 2023
PRODUCT DESIGNER | JUN 2021 - FEB 2022

- Built the Post Booking Customer Experience Design team from being the sole designer to a team of 5.
- Products led include customer facing chat, agent facing and internal tools.
- Co-create product vision, product principles, metrics and roadmaps with design, research, product, and business counterparts.
- Drove design culture changes such as embedding research and discovery methods into our design process.
- Mentor and coach junior designers in craft and career.

The Famous Group — Los Angeles, CA, USA
UX / UI DESIGNER | APR 2020 - MAY 2021

- The Famous Group is a creative agency for fan experience solutions. I was the sole UX Desigener of the agency
- Led release of WWE ThunderDome's virtual fan experience. Maintained 80% of recurring users and increased TV viewership by over 10%
- Led the design for US Open's Virtual Player Box experience bringing the player entourage to the US Open games in 2020
- Redesigned a B2B enterprise software for a professional sports team improving operator efficiency

Freelance — Los Angeles, CA, USA
UX / UI DESIGNER | JAN 2020 - MAY 2021

- Increased user acquisition by 14% and user engagement by 78% on Bailiwik, a place-based social media app. Designed wireframes and high fidelity mockups, and QA testing.
- Launched Made for More, a social impact marketplace. Led content strategy, information architecture, and development.
- Launched Fynd, a platform that connects talent with companies. Led the UI design for the website, web app, and landing pages.

SoftBank Corp. — Torrance, CA, USA & Tokyo, Japan
PROJECT MANAGER (STRATEGIC PARTNERSHIPS) | APR 2018 - FEB 2019
GLOBAL ACCOUNT MANAGER | APR 2015 - FEB 2018

- Led strategic partnerships with startups in the US and SoftBank clientele.

SKILLS

Project Management	Stakeholder	Prototyping	Microsoft	Adobe Photoshop	HTML
Product Strategy	Management	User Interviews	Powerpoint	Adobe XD	English (native)
Visioning & Roadmaps	Sketching	Google G Suite	Keynote	Invision	Japanese (native)
Facilitation & Presentation	Wireframing	Microsoft Word	Adobe InDesign	Sketch	
Discovery workshops	Mockup	Microsoft Excel	Adobe Illustrator	Figma	