



YUKO SHIOZAKI / Product Designer

Empathic, curious, and innovative Product Designer with a background in Front End Development. Shipped 100+ features in B2C and B2B SaaS industry for over ten years.

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EXPERIENCE

Product (UI/UX) Designer | Freelance

March 2022 – Present

goSolve

- Understanding the deep intricacies of business requirements to provide smooth solutions to improve and simplify any existing pain points.
- Optimizing the user flows and creating lofi, and hifi wireframes.

J+S Brown Housing Developers

- Reshaped website to ensure business goals manifested and intuitive user experience within the limited design constraints. 75% more users approved the improvements.
- Iterated quantitative surveys with 10 users to receive user feedback and improve based on the results.

Good4Earth

- Created E2E solutions with inclusiveness for the flagship product, 'Eco-Quiz (16 questions)'; to learn about users.
- Analyzed with a UX Researcher to define product strategy and design iterations through qualitative and quantitative data such as user interviews and surveys with over 20 people.
- Generated 75% more leads at the 2nd iteration from 60% with redefined contents.

Sr. Front End Developer | Cornerstone OnDemand

March 2016 – November 2021

- Contributed to weekly design critiques to provide constructive feedback from a tech standpoint.
- Collaborated with design team to build and adopt the design component libraries across multiple products for a more cohesive experience (over 25 components).
- Built and shipped 30+ career products using React and GraphQL to shape them user-friendly.
- Trained a team of 30+ developers as a accessibility advocate.
- Completed on 2000+ JIRA tickets to ensure cross-browser compatibility, WCAG 2.1 compliance, and multi-language to improve usability for hundreds of millions of users.
- Experienced in Agile settings (JIRA) to increase productivity.

UI/UX Designer | NTT Facilities, USA

August 2016 – April 2021

- Audited and redesigned the legacy website (6 pages) to make it more intuitive, accessible and inclusive.
- Built 6 pages of low and high-fidelity wireframes and visual design.
- Solved UI Design problems by applying the best UX practices.

UI Developer | Cornerstone OnDemand

June 2012 – March 2016

- Improved mobile user experience and workflow for better interaction.
- Created the Bootstrap-based customized CSS framework to make 7 mobile developers work effectively.
- Steered 1000+ TFS tickets to ship new features and maintain various products for better usability, including accessibility.
- Experienced in Agile settings (TFS) to organize and be more effective in teamwork.

Web Designer | DTI Services

August 2005 – June 2012

- Directed 100+ affiliate sales advertisement banners and landing pages with trends.
- Analyzed web traffic worldwide to maintain and improve ad quality and conversion rate.

Graphic Designer | International US Guide

October 2001 – July 2005

- Logo, print design for 20+ clients including, article and ad layouts for 2D Japanese tourist guide maps in Los Angeles and Las Vegas.



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AWARDS

Top Performer Awards

Q1 2020 at Cornerstone onDemand -
jQuery Migration Project

EDUCATION

UI Design Certificate

CareerFoundry - 2021 - 2022
UI/UX Design Certificate Course

Bachelor Of Arts

California State University, Northridge - 2001
Major: Graphic Design/Photography

SKILLS

Ideation, Sketching, Empathy Design, Wireframing, Paper Prototyping,
Flow Diagrams, User Testing, Qualitative/Quantitative UXR, Personas, Competitive Analysis,
Collaboration, Figma, Balsamiq, Marvel, HTML, CSS, JS, React, Styled Components, Design Systems

PROJECT

Eco Quiz Project | Good4Earth

March 2022 - Present

Summary

An assessment test to understand the quiz taker's sustainability lifestyle level.

Portfolio URL

<https://www.yukoshiozaki.com/projects/good4earth>

Product URL

<https://good4earth.co/pages/g4e-quiz>

Simple Alternatives Project | Case Study

June 2022

Summary

Sustainability - Low Impact (plastic free) eCommerce Website Design

Portfolio URL

<https://www.yukoshiozaki.com/projects/simple-alternatives>

Prototype

[Figma Prototype File](#)

ReTHNK Project | Case Study

May 2022

Summary

Recycling mobile (iOS/Android) app Design

Portfolio URL

<https://www.yukoshiozaki.com/projects/rethnk>

Prototype

[Figma iOS Prototype File](#)

Asobo! Project | Case Study

March 2022

Summary

Children's activity and its communities app

Portfolio URL

<https://www.yukoshiozaki.com/projects/asobo>