Reiko Yoshida

dafyoshida.second@gmail.com

UX Case Study : https://reikoyoshidaf.com
Freelance Visual Designer
Engaged in Interaction and User Experience Design

Tokyo, Japan

Experience

/ Freelance /

May 2016 – Present | Tokyo, Japan

Provide brand communication tools to companies.
Clients: Japan Red Cross Society, local enterprises,
(via partner agencies) medical device, pharmaceutical,
construction, and automotive companies, etc.

/ Marketer /
/ Designer /

SELECTURE – an E-commerce Company

Aug 2012 – Oct 2013 | Tokyo, Japan

Created designs and sales plans by using email newsletters for
the company's online store on Rakuten, and also managed
their first mobile top page.
Worked closely with the inventory management team and
customer center to improve real-time sales.

/ Director /
/ Designer /

ANP – Design Studio

Oct 2009 – Aug 2012 | Tokyo, Japan

Produced from sales planning and branding to promotional
tools as a director. Involved in sales management, accounting,
and employment. A generalist experience with a small team.
Clients: New Balance, Columbia Sports Wear, ATSUGI, SSK, etc.

/ Director /
/ Designer /

Data & Communique Express – Publisher

Jan 2006 – Mar 2009 | Bangkok, Thailand

Directed the design of a magazine and guidebook in Bangkok.
Engaged in deep interactions and mutual understanding
between Thai and Japanese audiences through these products.

Education

/ Google UX Design /
Professional Certificate

Feb 2022 – Feb 2023 | Online Course 1-7

Recently completed the Google UX Design Certificate
a rigorous, hands-on program that covers the design process
from end-to-end.

- UX Design Process –Empathize, Define, and Ideate
- Conduct UX Research and Test Early Concepts
- Build Wireframes and Low-Fidelity Prototypes
- Create High-Fidelity Designs and Prototypes in Figma or Adobe XD
- Design a User Experience for Social Good

/ Tama Art Univ. /

Apr 1999 – Mar 2003 | Tokyo, Japan

Department of Painting, Oil Painting Course
Bachelor of Fine Arts Degree

Skill & Tool

/ Direction /
Conception, Branding, Information Architecture, User Research,
Usability Study, Wireframing

/ Design /
Typography, Design System, Prototyping,
Print Design

/ Software /
Figma, Adobe XD, InDesign, Illustrator, Photoshop
Basic knowledge: WordPress and Elementor