Sakiko Muranaka
Product Designer

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DESIGN EXPERIENCE

Mr. Catman / Visual Designer, Content Creator
April 2024 - June 2024, Remote

- Developed a digital brand identity for an e-commerce company by designing a logo, brand guidelines, social media videos, product photos and written content.
- Increased brand loyalty and recognition

Fan Dazi / Freelance Product Designer
November 2023 - January 2024, Remote

- Collaborated on a cross-functional team to ideate the MVP of a B2C social eating app.
- Designed product MVP by defining brand identity, designing style guide, and ideating product flow.

TEACHING EXPERIENCE

Gaba / English Instructor / Feb 2024 - Present, Tokyo

Berkeley HS / English Teacher / 2018 - 2022, Berkeley, CA

- Defined feasible, impactful objectives.
- Designed, tested and iterated on curriculum to optimizing user experience and learning outcomes.

PROJECTS

Photozine / End-to-end mobile app
November 2023 - December 2023

- Created a B2C application MVP aimed to solve for overly complex book-formatting tools for street photographers.
- Evaluated user needs, optimized features, and achieved 87-point NPS from usability tests.

Google Classroom / Feature add-on
October 2023 - November 2023

- Researched and designed a Google Classroom AI feature to streamline grading of student writing.
- Delivered solution achieving 100% task success and positive feedback per Google HEART framework.

Ministry of Foreign Affairs (MOFA) Japan / Responsive Redesign
October 2023 - November 2023

- Redesigned the MOFA Visa page to solve for user confusion, frustration, and distrust of the current site.
- Restructured information architecture; achieved 100% task completion, 95% higher user satisfaction.

EDUCATION

Design Lab, UX Academy
UX/UI Design Certification
February 2024

University of California, Los Angeles (UCLA)
Master of Education
June 2013

Bachelor of Arts in Psychology
June 2011

SKILLS

UI Design: Task / User flows • Wireframing • Prototyping • Style Guide • Design Systems • Branding • Logo Design • Graphic Design • Photo editing • Digital Illustrations

UX Research: Data Analysis • User Interviews • Competitive Analysis • Card Sorting • Personas • Journey Mapping • Usability Testing

TOOLS

Figma • Webflow • Wordpress • Miro • Notion • Optimal Workshop • Material Design • Github • Adobe Photoshop