



Eiko Hamada, a passionate UI/UX Designer whose mission is to align organization goals with user needs so that both parties live in harmony with benefits. Carefully determines the right user research to uncover pain points and crafts design solutions that are desirable and delightful to use.

P. 480.650.0377
E. eiko79531@gmail.com
W. eikohamada.com
L. linkedin.com/in/eikohamada/

EXPERIENCE

UI / UX DESIGNER

UCLA Health, Los Angeles, CA

Sep 2020 - Present

- + Streamlined data heavy dashboards into digestible solutions by collaborating closely with cross-functional team in agile environment and working through conflicts between stakeholder requirements and technical constrains.
- + Revamped a page suffered from unclear CTAs and UI to scannable, highly functional design by validating and iterating design; improved acquisition.
- + Converted complex user experiences into simple solutions by identifying user needs, developing actionable deliverables, and turning insights into value-adding features.
- + Designed multiple landing pages through producing wireframes and prototypes utilizing an exiting design system and optimizing the pages for various devices.

WEB / INTERACTION DESIGNER

Extron Electronics, Anaheim, CA

Jun 2018 - May 2020

- + Revamped a complex portal by conceptualizing ideas based on stakeholder requirements and iterating the design through identifying pain points and validating assumptions, and synthesizing solutions that met user needs and business goals.
- + Investigated and validated assumptions about UI functionality by crafting interview guide, facilitating usability sessions, and reporting research findings.
- + Guided developers through functionality implementations by communicating ideas with wireframes and interactive prototypes, and ensuring the solutions as intended.
- + Made web pages accessible (WCAG 2.0 compliant) by generating appropriate alt text for non-text content, ensuring semantically correct HTML, enabling functionality operable via keyboard, and assuring adequate color contrasts.

USER EXPERIENCE DESIGNER

Exertus, LLC., Carlsbad CA

Feb - Mar 2017

- + Overhauled web pages by delivering solutions that aligned with key user insights and working alongside of developers to execute the final design; grew conversion rate.

WEB DESIGN / DEVELOPMENT INTERN

CreativeMob Inc., San Diego CA

Jan 2014 - Jan 2015

- + Assisted designing and developing e-commerce and e-learning sites (300+ pages) by ideating UI, crafting scalable html, and communicating solutions effectively with cross-functional team members.

WEB DESIGN / DEVELOPMENT INTERN

Oopgo Inc., La Jolla CA

Jan - Mar 2013

- + Contributed to design and develop user-friendly web pages from early stages of wireframing to complete development with Bootstrap; enhanced effectiveness.

UX SPECIALTIES

- + Wireframes
- + Mock-ups
- + Prototyping
- + User Flows
- + User Journeys
- + Persona Creation
- + Card Sorting Exercise
- + Sitemaps
- + Tree Testing
- + First-Click Testing
- + Surveys
- + Usability Testing
- + User Interviews
- + Competitive Analysis

UI/UX TOOLS

- + Figma
- + Proto.io
- + Siteimprove
- + Gloomaps
- + WAVE
- + Axe

DESIGN TOOLS

- + Photoshop
- + Illustrator
- + InDesign

DEVELOPMENT TOOLS

- + HTML5
- + CSS3
- + Bootstrap
- + Sublime Text
- + Sass

LANGUAGES

Fluent in English and Japanese

GRAPHIC DESIGNER

SmartHealth, Phoenix AZ

Jun 2004 - Jun 2011

- + Launched a series of printed promotional materials by guiding photo shoots, conceptualizing design, and executing the final solutions; boosted sales.

EDUCATION

Master's of Science in User Experience Design

Dec 2016

Kent State University, Kent OH

Certificate of Achievement in Web Design & Development

Dec 2012

San Diego Mesa College, San Diego CA

Bachelor's of Science in Graphic Design

May 2004

Arizona State University, Tempe AZ