



# MIKA YOKOBORI

## PRODUCT DESIGNER

 mikayokobori

 mikayokobori.com

 917.648.3918

 mikay67@gmail.com

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## EXPERIENCE

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**2019-Present** Design Lead | UX/UI Designer | IBM Blockchain

Designing blockchain enabled platform solutions: digital identity, RSBN, FoodTrust (supply chain) and COVID-19 vaccine passport for NY state's effort to reopen. Working fast paced projects with interdisciplinary teams. Creating strategic and UX related artifacts, including user research, design thinking workshop, information architecture, designs, and prototypes. Acquired Enterprise Design Thinking Co-Creator badge.

**2016-2019** UX/UI Designer | IBM Digital Services Group

Led design of dashboards for internal marketing executives and rebranding of IBM Z's websites.

**2013-2016** Sr. Art Director | Wunderman

Worked on the design and concept of web pages, social media, animation, and mobile apps for United Airlines. Oversaw junior designers.

**2010-12** Art Director | mcgarrybowen

Worked on the design of apps, promotions, and campaigns for Marriott International. Collaborated on pitch. logo and branding design. Other clients included Sunkist, JP Morgan Chase & Co., and Chevron.

**2008-10** Interactive Designer | Magnani Caruso Dutton

Worked on design of mobile apps, digital campaigns, and promotions for Discover Card.

**2008** Interactive Designer | Young & Rubicam

Worked on design of digital campaigns and promotions for Dannon and Accuature.

## SKILLS

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**Formative Design:** User Research & Testing, Persona Creation, User Journey Mapping, Storyboarding, Enterprise Design Thinking.

**UI Design:** Wireframing, Visual Design, Responsive Design, Data Visualization, Design System, Prototyping, HTML/CSS.

**Graphic Design:** Art Direction, Illustration, Logo Design, Painting and Drawing.

## SOFTWARE

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Sketch, InVision, Adobe XD, Mural, Photoshop, Illustrator, InDesign.

## EDUCATION

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**MFA (Fine Arts)**

Purchase College-SUNY, Purchase, NY.

**BFA (Fine Arts)**

School of the Art Institute of Chicago, Chicago, IL.

## LANGUAGE

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Fluent in Japanese and English

## MEMBERSHIP

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Toastmasters Club (Dist: 46 Club:7444)