https://www.yukihirayama.com Please enter "flisWIP" to view AR project Brooklyn, New York info@yukihirayama.com

Hi, I'm a Product designer with experience working on projects from Comcast to MoMA, from concepts to production, seeking a Product designer position as part of a Design team that will use my high level of commitment and design skills to its fullest advantage and allow me the satisfaction of seeing the results of my efforts

# **Professional Experience**

#### EDUDAO

New York, NY (2017 Oct - Present) Consulting Product /UX Designer Creating a crowdfunding platform with total financial transparency utilizing Cryptocurrency , Blockchain and Smart contract

## Haiti Now (https://www.haiti-now.org/)

Miami, FL (2017 Aug - Present) Lead UX/UI Designer Creating the first APP experience for school teachers and staff at accelerated education program in Haiti

## ALPHA UX

New York, NY (2017 Aug - Present) Consulting Product / UX / UI Designer Designing rapid prototypes, mock-up apps and product interfaces to conduct usability testings for finance, e-commerce, media and others. Developing interactions with various levels of fidelity for both web and mobile.

## IN IT VR (Subsidiary of The Glimpse Group)

New York, NY (2017 Feb - Present) Consulting Product Designer Consulting to establish their brand voice and unparalleled user experience.

## Comcast

New York, NY (2016 Aug - 2017 Jan ) Lead Industrial Designer

As the second member joined the newly forme d in-house Brand / Packaging / Retail design group during the company's transition from a utility cable provider to a consumer technology and entertainment company, my responsibilities went beyond that of a traditional lead / senior product designer.

The responsibilities include but not limited to

#### **Business**:

+ Traveling to factories overseas to understand their capabilities and cultivate our creative / business relationship

- + Leading meetings with vendor
- Design / Engineering :
- + Engineering Internal structures of the line of packaging design to pass ISTA tests
- + Creating standardized audit / analysis /sustainable matrix document for the group
- + Design research / Ideation / 3D modeling /
- Creating and revising dielines

+ Collaboration with in-house visual designers, UX designers and industrial designers

## Lifetime Brands

Garden City, NY (2011 Jan - 2016 Aug) Senior Industrial Designer Projects include; Kitchen Tools and Gadgets, Storage and Organization Products, Hydration Products, Space / Display Design for KitchenAid, Williams Sonoma, Built, Cuisinart, Martha Stewart, FoodNetwork, Macy's and others In addition to quality control with manufactures overseas, my work involves user-testing, brainstorming, ideation, sketching, 3D modeling, close communication with in-house engineers and our marketing group, rendering, rapid prototyping, creating presentation materials, quote drawings and tooling ready production drawings to improve existing products and develop entirely new products.

## **Consulting Product Designer**

Brooklyn, New York (2006 - Present) Clients / Projects including but not limited to General Mills, Inc, Budweiser, Crate & Barrel, Fiesta, Ron Gilad /Designfenzider, Ichishima Sake (Packaging), Various Startups (High end Men's grooming products, Medical Equipment, Shopping cart, Textile and Graphic design)

# **Profile and Capability**

- Punctual
- Examine problems thoroughly by looking at them from all angles
- Identify the best outcome
- Equipped with dynamic imagination and creativity
- Inquisitive and tenacious in pursuit of new skills and knowledge
- Conscientious

# **Skills**

- Computer

UX/UI: Sketch, InVision, Craft, Balsamiq, Keynote, Principle, Photoshop, Illustrator, InDesign ID/3D: SolidWorks, SketchUp, KevShot, Bunk-Speed, Photoshop, Illustrator, InDesign Unity3D, Premier Pro, HTML, CSS, Word, Excel, PowerPoint, Proficient in PC and MAC - Others -

IA, Persona creating, User Research, Wireframing, 3D Print, Photogrammetry, Ideation, Model Making, Filming, Film Editing, Drawing, Graphic Design, Bilingual (English/Japanese)

# Education

Udacity VR Developer Nanodegree (In progress)

#### **General Assembly** New York, New York

User Experience Design 2017

# Pratt Institute

Brooklyn, New York Master of Industrial Design, May 2007 Dean's List 2004 to 2007 \*\*\*Thesis Project Design for Quadriplegic Athletes / Inclusive Design\*\*\* (https://vimeo.com/7868419)

# **Activities**

Toastmasters International (2015 March - ) + Nichibei Toastmasters Club #6394 The only English-Japanese bilingual club in NY, members include a TED speaker and Semi - National Speech Contest Winners (Leadership Role; VP of PR July 2017 - Present, VP of Membership July 2016 - June 2017, Sergeant at Arms July 2015 - June 2016) + NY Toastmaster Club #1949.

Completed Advanced Communicator Bronze (Technical Presentation and PR Presentation manuals)

UX / VR / AR / AI / Startups Meetup Groups; User Experience HQ, NYVR (Leadership Role; New VR equipment review / loan Program DEEP Coordinator), NYC Unity 3D Study Group, ARNY, Cinematic VR NYC, Bots and Brains Machine Learning NYC, Japan NYC Statups and others

**IDSA New York Chapter Committee Member** (2007 - 2010)

Volunteer assistant for The NY JETS Wheelchair Rugby team (2006-2007) Designed the 1st NY tournament flyer Assisting wheelchair athletes, documenting tournament games and team practices

# **Recognition and Press (selected)**

Best Micro-Interactions Award July 2017 (Hackers 4 Good / Hackathon NYC) DFUN J an 2010 (Print - Taiwanese Magazine) Yanko Design Oct 2009 Design(dot)fr Oct 2009 whatswear.com June 2009 (Father's day Gift Issue) Prattfolio Fall 2007 Issue

# **YUKI** HIRAYAMA Product Designer

# Speaking Engagement / Exhibitions

"Key ingredients of winning communications in cross-cultural platforms, regardless of your field - Business, Science or Creative" New York, NY July 2017 Moderated an event by Natsuyo N. Lipschutz, a TED speaker, who co-authored a book with Brian Tracy, Entrepreneur / Strategy Consultant and an international speech finalist and Terry Sato, a Scientist / Organic Specialist and another finalist for evaluation contest at Toastmasters District 46

Equilateral 09:02 (New York Design Week) 2009 MoMA New York 2007 (https://vimeo. com/2433839) **ICFF 2007** Pratt Show 2007

# Interests

VR, AR, MR, AI, 360 film; Behavioral and Experimental Research, Contents Design, Blockchain, Sharing Economy, Global Networking / Communication, Global Business Relations, Health and Wellness (Running; Completed Two ING New York City Marathons, Biking, HIIT etc), Wearables, New Technologies in general, Startups, Ergonomic Design, Behavioral Economics, Exploring International Culinary Cultures, Traveling, Cooking, Baking, Theater, Film, Ballet.

# References

Available upon request