

# ERIC HISHINUMA

## UX / VISUAL DESIGNER

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510.673.3624

### EDUCATION

UCLA | 2015

B.A. Design Media Arts, Film  
Los Angeles, CA

#### Honors

2014 Dean's Scholarship Award  
Dean's Honors List / Winter 2014  
Dean's Honors List / Spring 2014

### SKILLS

#### UX Design

Wireframing  
Rapid Prototyping  
Usability Testing  
UI Design  
Research  
Contextual Inquiry  
Content Strategy

#### Visual Design

Brand Identity  
Print Design  
Video Editing  
Photography  
Motion Graphics

### TOOLS

Adobe Creative Suite  
Sketch  
Flinto  
Framer  
Principle  
Origami  
Zeplin  
Omnigraffle  
Axure RP  
Keynote  
HTML / CSS  
Google Analytics

### EXPERIENCE

#### Product Designer

*mPulse Mobile* — Los Angeles, CA / Mar 2017 - Present

Led design division across all company products and championed UX design as a critical part of an agile software development process. Conducted on-site user interviews and ran usability testing sessions to better understand goals and pain points of users. Synthesized feedback and iterated upon designs to better solve for user's needs. Worked closely with clients that included Kaiser Permanente, Medtronic, Humana, and Anthem.

#### UX Consultant (Contract)

*Pocket Chefs* — San Francisco, CA / Oct 2016 - Dec 2016

Collaborated with two other designers to design a mobile app for an early stage startup. Based design decisions for onboarding screens and booking process form upon qualitative and quantitative user research. Developed product roadmap and defined feature priorities by working closely with stakeholders.

#### UI / UX Designer (Contract)

*San Francisco Bicycle Coalition* — San Francisco, CA / Sep 2016 - Oct 2016

Designed interface for mobile app that helped bikers navigate safely around the city based upon aggregate data of other members' bike routes. Created sketches, wireframes, and storyboards during ideation phase and conducted multiple usability testing sessions to validate design concepts.

#### Visual Designer

*Architectural Dimensions* — Oakland, CA / Dec 2015 - Sep 2016

Produced digital content, which included videos, animations, and infographics for company website. Routinely updated style guide to ensure continuity across company brand. Ideated design concepts into sketches and presented work to stakeholders at weekly meetings.

#### Advertising Production Designer

*Daily Bruin* — Los Angeles, CA / May 2014 - Aug 2015

Designed advertisements for clients featured in UCLA's Daily Bruin newspaper and website. Produced content in print, online, outdoor, and mobile platforms. Arranged meetings with clients to ideate upon ongoing designs.