Summary

Brandon Tsukano
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I am a passionate human-centric designer nominated for an international design award for producing immersive innovative design. With a diverse background in architectural and virtual space design, I prioritize empathy to learn clients' needs and foster collaboration in both Japanese and English to craft immersive spaces. My skills in sketching, rapid prototyping, and visual design allow me to excel in creating unique, user-centered experiences. As a Product Designer, I am eager to create experiences that seamlessly blend spatial aesthetics with functionality to ensure every user can enjoy each moment.

Proficiency

UX Skills l Rapid Prototyping, Design Research, Visual Design, Sketching, Competitive Research, Usability Testing, User Interview, Information Architecture, Affinity Mapping, Journey Mapping, Heuristic Research, Usability Research, Persona
Tools | Figma, Illustrator, Photoshop, Indesign, After Effect, Substance Designer, Substance Painter, Unreal Engine, Unity, Blender, Rhino, Autocad, ShapesXR
Project Skills | Collaborative, Leadership, Problem Solving, Empathy, Adaptability, Ideating, Hospitality, Active Listener, Japanese

Experience

Oct 24 - Present

UX Designer| Hinomaru Tour | Tokyo, Japan | Freelance
· Designed a cohesive eCommerce platform for a start-up travel agency by leveraging survey insights and competitor analysis.
· Collaborated with client to exchange feedback and solutions, ensuring the website was user-friendly and aligned with company goals.
· Developed user personas and journey maps to identify key user needs and pain points, leading to optimized user flow and effective prototypes.
· Created a comprehensive brand guide by aligning the company's concept with Japanese cultural elements and competitor research, ensuring consistent and thoughtful design choices.

Feb 23 - Feb 24

Spatial Designer| Visualiz Inc. | Hiroshima, Japan
· Built community-oriented spaces by empathizing with clients' needs, and transforming complex concepts into visually appealing and user-friendly experiences.
· Produced innovative 3D virtual walkthroughs for prebuilt buildings, accelerating sales speed and reducing operational costs by 20% for the client.
· Collaborated with vendors and contractors to integrate feedback, improving functionality, aesthetics, and ensuring seamless, cohesive user experiences.

Jul 21 - Aug 22

Architectural Designer | KAD | Tokyo, Japan
· Led 2 projects simultaneously from initial concept to final delivery, maintaining smooth progress at every stage, applying rapid prototyping and mockups to achieve project goals and maintain high quality.
· Launched innovative paper pavilions, and explored new structural techniques within architectural frameworks to showcase at a prestigious LEEUM museum in Korea.
· Showcased "Koyori Tower," our user-centered paper pavilion blending Japanese and Native American cultures, at a prestigious venue in Italy. The project acclaimed for its low-cost materials and intuitive cultural integration, earned international recognition.
· Generated visuals to bring architectural visions to life through iterations of sketches and creating rapid prototypes.
· Completed research and ideations, designed effective solutions, and communicated concepts via rapid prototypes, for a design competition resulting in a 2nd place victory.

Project

Jun 24- Aug 24	**UX Designer, Fellow	General Assembly	Online** Completed a UX, development program, delivering 4 projects across the full UX design & UX research lifecycle. Focused on building user-centric web and mobile applications.

UX Designer & Researcher | Chefpost

Focused on redesigning the backend portal for the chef and administrator to improve task completion rate and lower the click path to simplify the users' tasks.
- Communicated research findings, design concepts, and outcomes to clients, fostering team retrospectives to drive continuous improvement and knowledge sharing.
- Conducted user testing with 5 participants to identify potential pain points, incorporating user-specific feedback to resolve navigation issues in the portal.
- Proposed a responsive interface in Figma for scheduling and booking management, resulting in a 100% user completion rate.

App Redesign | Shazam

A redesign for a music recognition app with a team of 3, to increase user engagement by allowing them to discover music universally.
- Orchestrated a usability test, surpassing the initial goal of 30 seconds to over 1 minute of user interaction with Shazam to discover music.
- Ideated user flow by conducting 5 user interviews, gathering actionable insights through heuristic and competitive research, and creating two personas.
- Designed an engaging app prototype in Figma, incorporating WCAG guidelines, usability test results, and insights from the official Shazam study guide.

eCommerce Website | AnimeImport

A redesign of a store website to showcase AnimeImport's products while maintaining its brand image: "local store" appeal and great customer service.
- Redesigned the information architecture through 4 user interviews, 4 usability testing, competitive research, and a persona to provide the customers with satisfying navigation.
- Produced the website in Figma, building a user flow based on personas and using a mood board that incorporated a playful, visually engaging design that aligns with the store's brand image.

Education

Jun 24- Aug 24	**General Assembly |** User Experience Design Immersive	Remote 500+ hours of intense online immersive program coaching students to be ready in a professional setting in the UX/UI design field. The program includes guidance in the fundamentals of user research, information architecture, sketching and wireframing, prototyping and testing, and visual design.
May 24	**Bachelor of Art in Architecture |** UC Berkeley	Berkeley, California

Award

2022	**Outdoor Exhibit Nominee |** Lucca Biennale Cartasia
2019	**2nd Place Design for Steinwache Memorial |** Steimle Architekten