Keva Hosozawa

UI/UX Designer

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UI/UX Designer with a decade of visual design experience. Aiming to work within a dynamic team to build innovative, empathy-driven solutions by leveraging an analytical mindset, creativity, and strategic product vision.

SKILLS

General: UI Design | UX Design | Product Design | Branding

Design Practices: Human-Centered Design | User-Centered Design | Agile Development Process | User Needs and Requirements Development | Design Thinking | Lean UX Process | Interaction Design | Responsive Web Design | Prototyping | Wireframing | UI/UX Research | User Testing | User Flows | User Journey Mapping | Information Architecture | Site Mapping | Affinity Mapping | Design System Development

Software/Tools: Figma | Adobe Illustrator | Adobe Photoshop | Miro | Mural | Microsoft Office | Google Workspace

Standards & Compliance: IEC 40500 WCAG Accessibility

PROFESSIONAL EXPERIENCE

Sep 2023- Present

Pendulum
Product & UX Designer

Worked cross-functionally with designers and developers to design and support the user's dashboard as the product undergoes early phase development. Other duties:

- Specialized in information architecture, user flows, and prototyping to build user's dashboard
- Conducted UX/ UI audit on company website leading to content clarity, enhanced navigational flow, and visual design
- Built settings and navigation components contributing to a robust design system

OurDate   Apr 2023- Sep 2023
UX Researcher & Designer

Main responsibilities included working within UX Research team to establish research process protocols, conduct user research, and user testing. Other duties:

- Operated within Agile framework to generate test candidates to present to a cross-functional team including Design, Marketing, Engineering, and Executive Leadership

- Conducted UX Research utilizing methods like competitors and heuristics analysis, test script creation, user interviews, usability testing, and A/B testing. Synthesized and presented UX Research findings, leading to actionable insights and improved user engagement
- Implemented design thinking framework/ methods to create exploratory features and UI for the product's pivot into an AI problem space, work resulted in MVP web app
- Rebranded website using visual design/storytelling skills, improved site's usability validated through user testing

Stream / WeDance   Nov 2022- May 2023
UI/UX Designer

Operated within Lean UX framework to create new features for mobile app and rebrand style guide. Main duties included:
- Introduced new brand colors, iconography, components, and UI
- Created new features for mobile app using UX research, design thinking methods and prototyping

Creative Fire   Jul 2017- Jul 2018
Art Instructor

Conducted after-school ceramics enrichment program for students K-5. Main duties included:
- Demonstrated and taught hand-building techniques, successful constructions, and color theory
- Encouraged creativity and working in a collaborative environment
- Assessed student performance and provided guidance and feedback to improve students' capabilities

EDUCATION

                                                                             2010 - 2014
California State University, Northridge | BA in Fine Arts

Springboard- UI/UX Career Track Certificate | 700+ Hours of immersive mobile &   2021 - 2023
web development, Design & Development Processes with Prototyping & Testing