

SATSUKI ATSUMI

UX/UI DESIGNER

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UX/UI designer with CX, graphic design, MBA, and system engineer background. Skilled in website design, UX/UI design, UX research, prototype, competitive analysis, branding, corporate identity design, and typography.

SKILLS

- UX Design
- Research
- Personas
- Sketching
- Wireframes
- Usability Testing
- Prototyping
- Data Analytics
- Information Architecture
- Interaction Design
- Usability Reporting
- Sketch
- Axure
- Invision
- Photoshop
- InDesign
- Illustrator
- After Effects
- Dreamweaver
- HTML/CSS
- JavaScripts
- Bootstrap
- Strategy
- Competitive Research
- Business Branding
- Marketing
- Management
- Accounting
- Entrepreneurship
- SAP Basis
- Oracle EBS & database
- Microsoft Windows Server
- SQL Administration
- Salesforce

EXPERIENCE

- **UX/UI Designer** | J-Network, Inc., California March 2019 - Present
 - Design and maintain websites, web banners, emailers, and product pages while implementing UX/UI improvements based on data-driven SEO insights.
 - Develop wireframes, prototypes, and interactive layouts to enhance usability, engagement, and conversion performance.
 - Deliver visually compelling web designs with strong CTA elements to increase sign-ups and customer interaction.
 - Integrate marketing strategy and visual storytelling into design projects, including promotions and seasonal campaigns.
 - Ensure consistent brand messaging and design quality across digital and print platforms through ongoing collaboration with marketing teams.
- **Web UX/UI & Print Designer, Sales & Marketing specialist** | G. T Japan, Inc., California December 2017 - February 2019
 - Coordinated and executed sales, marketing, and merchandising strategies through data analysis, market research, and collaboration with internal teams and external vendors.
 - Managed product promotion and advertising across web, SNS, and various media, while overseeing cost, inventory, and vendor control to optimize sales performance and business efficiency.
- **Freelance Designer** | e.m.m.a beauty • TS Design Lab • Ritsz Maruta March 2017 - NOW

Competitive Analysis for the client companies and created their logos, business cards, posters, advertisements, websites, and restaurant menu design.
- **IT System Engineer** | Open Systems Production 2, Inc., California August 2015 - February 2017
 - Monitored and troubleshooted IT infrastructure for over 20 companies, providing cloud system technical support, diagnosing hardware issues, and coordinating with engineers for timely resolution.
 - Ensured continuous system operations through overnight monitoring, detailed reporting, task handoffs to Japanese teams, and prioritized multitasking under unexpected incidents.
- **Web and UX/UI Designer** | Vivid Navigation Inc. , California June 2012 - January 2013
 - Designed and developed web and UX/UI assets including logos, icons, wireframes, layouts, and illustrations, creating a homepage with effective call-to-action elements to boost user sign-ups.
 - Coded monthly web articles in HTML/CSS and produced animated banner ads to enhance visual appeal and drive increased website traffic and customer engagement.

EDUCATION

- **California State University, Fullerton** | Graduate Certificate User Experience and Customer Centered Design
UX/UI Design, UX Research, Data Analytics, Persona Development, Information Architecture, Interaction Design, Prototypes, Wireframes, Usability Testing, Usability Reporting
- **Southern States University** | Master of Business Administration (MBA)
Business Strategy, Competitive Research, Branding, Marketing, Management, Accounting, Entrepreneurship
- **California State University, Long Beach** | BFA, Visual Communication Design - Graphic Design
Cum Laude Honors

RECOGNITION

- **Communication Arts, Typography;** | Hinge Typeface: Winner; 2013 Design
- **The 3D Type Book by Laurence King;** | Hinge Typeface: pg203; 2011
- **Creative Quarterly Magazine Issue 25, Typography;** | Hinge Typeface: Rubber-up; 2011 Design
- **The 3D annual Ad show;** | Farmers Market Ad: Selected; 2010
- **Chris Kyme Design Project, Hong Kong,** | Hong Kong Breathes: first prize, April 2011
- **President's Honor List** | Santa Ana College, CA, September 2004– May 2007
- **Cum Laude Honors** | California State University, Long Beach, CA, September 2007 – December 2011
- **Annual Student Art Show, Typography,** | Selected, Santa Ana College, CA, May 2007
- **Annual Student Art Show, 2D Design,** | Selected, Santa Ana College, CA, May 2007
- **International Student Service Scholarship,** | Santa Ana College, CA, May 2005