

# Tomomi Matsuzaki UX/UI Designer

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## EXPERIENCE

### Cledge - UX/UI Designer

September 2023 - Present | Seattle, WA | Web App

- Designed the College Insight page to help students understand competitiveness and receive personalized college admission guidance, with a focus on increasing user engagement
- Ideated and prototyped the AI-driven College Essay Tool MVP, ensuring design functionality and feasibility collaborating with PM and front-end and ML backend engineers.

### Anise Health - UX/UI Designer

July 2023 - Present | Seattle, WA | Web App

- Collaborated cross-functionally to optimize the onboarding flow and implement new features on the client portal through iterative research, ideation, and prototyping, while facilitating a seamless design handoff to developers.
- Elevated product accessibility and usability by implementing **20+** UX/UI enhancements through an in-depth UX audit, resulting in a **38%** increase in user satisfaction based on test user feedback.
- Synchronously orchestrated interview research and usability studies, synthesizing and prioritizing quantitative and qualitative data to define design requirements.

### Microsoft - Product Designer (Master's Capstone)

January 2023 - May 2023 | Seattle, WA | Web App

- Won the Innovation Award among **30+** graduate teams for co-designing an end-to-end healthcare experience, fostering patient-provider relationships with a holistic service design approach.
- Facilitated team collaboration and streamlined the patient portal design process by developing design systems from scratch and visualizing conceptual ideas through journey maps, service blueprints, and workflow diagrams.

### Premiera Blue Cross - CX Design Strategy Intern

June 2022 - November 2022 | Seattle, WA |

- Led research efforts and conducted user interviews to reassess post-COVID virtual care experiences, working closely with UX researchers. Analyzed data to establish personas and decision flowcharts, identifying gaps and opportunities to enhance virtual care accessibility.
- Presented research findings to **40+** stakeholders, enabling the CX and Product team to scope the next research project.

### UW Electrical & Computer Engineering - Web Designer

October 2021 - March 2022 | Seattle, WA

- Independently led the full design process, developing and launching the NWESS website closely working with stakeholders, attracting **100+** users to purchase event tickets.
- Simplified the information architecture by classifying content and defining naming conventions through user research and competitive analysis, achieving an average task success rate of **100%**.
- Enhanced the aesthetics of a product and transformed the online presence through the implementation of a style guide, consistency, visual hierarchy, and responsive design, resulting in a **83%** increase in user engagement.

### Freelance UX/UI Designer - specializing in web design & development

August 2019 - September 2021 | Seattle, WA

- Established project scope, design objectives, and project timelines to effectively drive the execution of the design process by directly working with **10+** clients in Seattle and Japan.
- Conducted a comprehensive UX audit to identify key challenges, leading to the successful redesign of the nonprofit website for Aero Zypangu Project. Resulted in a **35%** decrease in bounce rate and contributed to exceeding the fundraising goal with **\$31,000** raised.

## EDUCATION

### University of Washington

Master of Science

Human-Centered Design  
& Engineering

### Seattle Central College

Associate of Applied Science  
Web Design

### Ritsumeikan University

Bachelor of Arts  
Economics

## SKILLS

### DESIGN

Design Thinking  
User-Centered Design  
Interaction Design  
Service Design  
Visual/UI Design  
Accessibility  
Design Systems  
Information Architecture  
Personas  
Ideation  
Storyboard  
Sketches  
User Flows  
Journey Mapping  
Wireframing  
Prototyping

### RESEARCH

User Research  
Competitive Analysis  
Affinity Mapping  
Usability Testing  
A/B Testing  
Data Analysis

### TOOLS / CODING

Figma, Sketch, Miro  
Adobe Illustrator  
Adobe Photoshop  
HTML/CSS  
JavaScript  
PHP