

## UX Designer

# Blair Shintaro Nishio

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UX Designer with a solid foundation in user-centered design principles and hands-on experience from both individual and team-based projects. Focused on creating accessible and engaging digital experiences through research-driven design. Actively seeking opportunities to further develop skills and contribute to collaborative teams by delivering effective, user-focused solutions.

## Skills

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**Design Tools:** Figma, Adobe Creative Cloud

**Research & Analysis:** UX Research, Competitive Analysis, Usability Testing, Information Architecture

**Design Process:** Wireframing, Prototyping, Interaction Design, Collaborative Design

**Soft Skills:** Creative Problem Solving, Communication, Leadership

**Hard Skills:** HTML, CSS, Java

## Experience

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**General Assembly**, UX/UI Apprenticeship, Remote | March 2024-June 2024

Completed 400-hour UX training and designed client projects individually and with a team, including:

*SF Mercantile*

- Redesigned e-commerce website to enhance usability and visual hierarchy, resulting in a 36% increase in user satisfaction
- Conducted user research to identify pain points and designed a streamlined website using Figma, resulting in a 20% improvement in user task completion

*REI Ready*

- Our project was to create a companion app that would complement an outdoor adventure taught by REI, and boost them to top of the market as the number one outdoor retailer
- Analyzed user feedback from 12 interviews to craft actionable personas, leading to a high-fidelity prototype in Figma; this initiative improved outdoor planning workflows, which increased engagement levels among target user demographics.

*One World Tales*

- This client wanted a responsive and engaging ecommerce website to sell their products worldwide
- To build their application, we first did a competitive/comparative/ and task analysis with similar services in order to understand their product (Customized children's books).
- With constant communication with the CEO, we built out a responsive website on figma for computer, tablet and phone.

**Music Together**, Teacher/Admin, San Francisco, CA | February 2021-Present

- Developed empathetic listening and communication skills by engaging with diverse families, applying user-centric design principles in collaborative UX projects.
- Simplified administrative processes to keep communication clear between staff and families, ensuring a smoother, more organized experience for everyone involved.

## EDUCATION

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**UI UX Certificate**, *General Assembly*, San Francisco, CA, March 2024 - June 2024

**Figma UI UX Design Essentials**, *Udemy*, San Francisco, CA, May 2023

**BA in Vocal Jazz**, *San Francisco State University*, San Francisco, CA