

Joe Yamakawa | Visual Designer



Career Summary

Highly adaptable designer with over 7 years of experience across agency, corporate, and freelance environments. Proficient in crafting quality web experiences, graphics, and illustrations that effectively solve problems. Skilled in collaborating with interdisciplinary teams to enhance user experience and usability, with a track record of leading successful redesigns and implementing innovative solutions.

Experience

Senior Graphic Designer

Quest Software | Dublin, OH | 04/2020 — Present

- ✦ Led redesigns of central web pages increasing conversion, reducing bounce rates and improving UX overall
- ✦ Updated templates and other web-related assets while working in homegrown content management system
- ✦ Designed images, banners and other graphics and improved the site appearance and structure
- ✦ Created wireframes, mockup designs and refinements for new initiatives including customer-facing portals
- ✦ Collaborated within a team of developers and designers to improve experience and usability

Web & Graphic Designer

AC Lens | Hilliard, OH | 01/2018 — 09/2019

- ✦ Developed icons, illustrations, animations, advertisements and graphics
- ✦ Collaborated to develop UI and UX on multiple websites using heatmaps and customer feedback
- ✦ Streamlined content aligning with brand standards as well as developing branding for product lines
- ✦ Aligned with marketing and content team to complete and conceptualize various projects

Graphic Designer

Engineering Career Services | Columbus, OH | 10/2015 — 01/2018

- ✦ Created icons, posters, flyers, handbooks, web content and illustrations
- ✦ Followed projects from concept to completion with print vendor
- ✦ Worked alongside university communications to align with brand standards

Creative Services Intern

Development Services Agency | Columbus, OH | 09/2015 — 01/2016

Education

Ohio State University - Fisher College of Business

B.S. Business Administration | Marketing Specialization, Art Minor

Columbus State Community College

A.A.S. | Art

Skills

Tools

Adobe Creative Cloud (Illustrator, XD, InDesign, Photoshop, AfterEffects), Collaboration Tools (Teams, Trello, Asana, Slack) Prototyping/Interactive Tools (Figma, Sketch, Invision, Zeplin, Marvel), Microsoft 365, Google Suite

Hard Skills

User Experience/Interface Design (UI/UX), Branding and Identity Design, User Research/Consumer Behavior, Collateral Design, Layout Design, Motion Graphics, Illustration, Basic HTML and CSS, Accessible Design (ADA, WCAG standards)

Soft Skills

Time Management, Agile Methodology, Flexibility, Communication

Contact

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