

# Sydney Watanabe

## UX/UI Designer and Graphic Designer

Website [sydneyharumi.com](http://sydneyharumi.com)

LinkedIn <https://www.linkedin.com/in/sydney-watanabe/>

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Creative and skilled designer with 5 years of graphic design experience, and a recently earned certificate in UX/UI design. Passionate about continuing to strengthen the relationship between technology and humanity through problem solving, and providing memorable, delightful user experiences and interface designs. Prioritizes the cultivation of authentic work relationships and contributes to an efficient, yet enjoyable workplace.

## EXPERIENCE

### **DoughGold Cookies** Eagan, MN — *Graphic Designer*

January 2023

Designed the website for DoughGold, a cookie company based out of Eagan, Minnesota.

- Improved online presence for the company.
- Held meetings with the owners to present and explain design choices, and brainstorm new ideas.
- Created customized designs for the website using Photoshop and Illustrator.
- Drove client exposure, aligning design work with brand image and values.

### **Animal Humane Society | Perfect Match Quiz** Minneapolis, MN — *UX UI Designer UX Researcher*

June - July 2022

Redesigned the website in order to increase adoption rates and improve the overall user experience.

- Conducted user research to learn about people's experiences when they adopted animals from the Animal Humane Society.
- Reached out to stakeholders to determine the website's pain points and main goals.
- Conducted competitor analysis
- Designed a 'Perfect Match Quiz' in order to increase adoption based on people's needs in a pet.
- Rebranded current look and feel of the website for a cleaner, more inviting user experience.

## CONTACT

St. Paul, MN 55016

**(651) 315-1545**

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## SKILLS

Graphic Design

User Experience (UX)

User Interface (UI)

Interaction Design

Wireframing

Prototyping

User Research

User Interviews

Data Collection & Analysis

Storyboarding

Design Strategy

Information Architecture (IA)

Journey Mapping

Branding

## TOOLS

Adobe Creative Suite  
(Illustrator, Photoshop,  
InDesign)

Adobe XD

Figma

Github

Visual Studio Code

Bootstrap

CodePen

Miro

Procreate

Google Suite

Microsoft Office

## **Healthery Mobile Application, Minneapolis, MN — UX UI Designer & Researcher**

March - April 2022

Created a health and wellness application for busy individuals.

- Created a health and wellness application for busy individuals.
- Conducted user research to determine target users' health goals.
- Created wireframes and user flow charts to create a successful layout for user experience.
- Created prototypes and conducted user testing.
- Formulated color palettes, typography, and visual graphics to convey appropriate branding for the app.
- Held regular group meetings to brainstorm, ideate, and collaborate on the app.

## **Ag Pathways, Goodhue, MN — Graphic Designer**

April - May 2022

Responsible for redesigning current website in order to improve online presence and increase traffic.

- Increased the number of unique visitors in the first 2 months by 66%
- Held meetings with employees and stakeholders to present and explain design choices, and brainstorm new ideas.
- Drove client exposure, aligning design work with brand image and values.
- Created visual graphics and aesthetics.

## **EDUCATION**

### **University of Minnesota, Minneapolis, MN — Certificate in UX/UI Design**

### **Azusa Pacific University, Azusa, CA — Bachelor of Arts, Graphic Design**