

## EDUCATION

RINGLING COLLEGE OF  
ART & DESIGN  
SARASOTA, FL

### BFA in Illustration

- 3.7 GPA
- President's List Honors

## TECHNICAL SKILLS

### SOFTWARE

ILLUSTRATOR



ADOBE XD



AXURE RP



PHOTOSHOP



AFTER EFFECTS



### LANGUAGES

HTML5



CSS



LESS



TWITTER BOOTSTRAP



JAVASCRIPT



## PROFILE

Tatsuya began his career in web design with an offline Flash site and no knowledge of HTML or CSS. Despite those shortcomings, he understood the principles of good design. Discoverability, Learnability, and Delight. With a decade of experience, his skills have evolved along with the technology. Consistently focused on improving the user experience, Tatsuya has worked with an intradisciplinary team of researchers, developers and project managers to apply design-thinking to deliver products to market.

## EXPERTISE

WEB & APPLICATION DESIGN | WIREFRAMES | WORKFLOWS | STORYBOARDING |  
COLLABORATION | PURPOSEFUL ANIMATION | PIXEL PERFECT | ORGANIZATION |  
TELECOMMUTING | DECKS | SVG | DESIGN SPRINTS | FAST PROTOTYPING |  
ILLUSTRATION | ADAPTABILITY | TIME MANAGEMENT

## EXPERIENCE

COBALT / ADP  
UX Designer

BROOKLYN, NY  
2010-2014

*“Cobalt connects car buyers with car dealers online with complete automotive marketing solutions.”*

- Improved product quality through research, formulating strategies, prototypes, usability studies, gauging product effectiveness, and making adjustments to design.
- Optimized product delivery time by assisting developers with clear visual work flows and design-guides in low/high fidelity mock-ups. Provide assistance on front-end development when necessary.
- Lead Designer behind the look and feel of the Website Builders components and templates. The success of this product helped CDK exceed 4th quarter projected revenue by 17%.
- Increased productivity by reorganizing the Design Resource Library. Consolidating all entries into distinct categories. Create template pages for Usability Studies, Competitive Analysis, and General Research.



## CONTACT

### TATSUYA AOKI

BROOKLYN, NY 11206

(401) 378-3191

[aoki411@gmail.com](mailto:aoki411@gmail.com)

<https://tatsuyaaoki.com>

[linkedin.com/in/aokitatsuya](https://www.linkedin.com/in/aokitatsuya)

[facebook.com/tatsuya.aoki](https://www.facebook.com/tatsuya.aoki)

### BZ-RESULTS / ADP

#### Flash Designer

PROVIDENCE, RI

2005-2010

*“BZ Results is a digital marketing platform developed for exclusively assisting car dealers with Internet marketing.”*

- Exceeded client expectations through increased lead generation with custom Flash websites, ensuring clients stand out among competitors without sacrificing usability.
- Decreased load time by optimizing Automotive OEM assets in vector format. For example, reducing a 2MB logo to 300KB without sacrificing quality.
- Reduce workload, increase efficiency and inspire creativity by contributing to the Resource Library with well-documented Flash components and Photoshop assets.
- Assist team members as Lead Advisor of Adobe Illustrator. Provide tips for streamlining work flow and communicating web design best practices.
- Attract new clients at annual N.A.D.A. Automotive Conference. As Lead Designer for special projects, Create unique products that inform as well as entertain potential clients.