

# STEVEN WAKABAYASHI

Cell: (626) 715-5996

Email: StevenWakabayashi@gmail.com

Portfolio: StevenWakabayashi.com

LinkedIn: linkedin.com/in/StevenWakabayashi

## SKILLS

- Hard-working and patient
- Honest and reliable team-player
- Strong time-management and communication skills
- Detailed project oversight and management

### Specialty:

- Organizational strategy and service design
- Global e-commerce experience design and innovation
- Creative team growth and management

**Deliverables:** Research, Wireframes, IA, User Journey, Prototype, Testing, Responsive Web, Web & Mobile App

**Software:** Sketch, Adobe (Photoshop, Illustrator, InDesign, Premiere), OmniGraffle, Principle

## EXPERIENCE

**Freelance Creative Director & UX Lead** | New York, NY

11 / 2018 – Current

Assisting clients with strategic and creative needs

### Strategy:

- Translate client needs into solutions and develop project approach, timeline, and staffing plans
- Define strategic vision and align teams on organizational principles
- Organize and facilitate ideation and prioritization workshops
- Identify business, market, customer, and product insights

### Creative:

- Oversee creative deliverables from concept to handoff across global teams and clients
- Develop design frameworks for ideation, iteration, and testing, delivering "design thinking" models based on client need and business complexity
- Evangelize design methodologies to create beautiful products
- Attract and nurture creative talent (recruitment, management, mentorship)

**Associate Design Director, UX** | Hero Digital · San Francisco, CA

03 / 2017 – 11 / 2018

Clients: Apple, Salesforce, Sephora, Workday, Berkshire Hathaway, Bank of America

- Led creative of a Fortune 10 brand's e-commerce expansion into 6 countries in Southeast Asia
- Landed a Fortune 15 brand's AOR after managing pitch creative with multi-disciplinary creative team
- Managed design initiatives across an entire client portfolio and defined creative across all digital channels
- Built and managed cross-functional teams (design & ux) and took an active role in driving culture
- Defined design methodologies for ideation and prioritization for workshops and client deliverables
- Drove the preparation and delivery of user testing, focus groups, guerrilla testing, and shareholder interviews to gather insights and develop project vision and direction
- Developed new business proposals and scoping efforts for potential clients

**Experience Design Lead (Sr. L2)** | SapientNitro · New York, NY

10 / 2014 – 03 / 2017

Clients: MasterCard, Citi, Ralph Lauren, Michael Kors, Clarins, Bed Bath & Beyond, Samsung, SiriusXM

- Led the creation of a new fintech product for a Fortune 300 brand, launched in 10 countries
- Managed creative deliverables across various client portfolios which included wireframes, user journeys, usability testing, ethnographic studies, prototype development, and technical specifications
- Founded creative workshop series for company-wide design education and growth
- Mentor junior creatives towards client delivery and excellence
- Orchestrated client workshops and facilitate group activities

**Senior UX Designer & Developer** | Piston · San Diego, CA & New York, NY

11 / 2013 – 9 / 2014

Clients: AARP, Time Inc, Intuit, Warner Bros.

- Acquired a major milestone client by co-leading pitch creative and delivery
- Led wireframes, prototypes, technical specifications, user-flows, personas, usability testing and built test stimuli, scripts and scenarios across client portfolio in San Diego and New York
- Developed mock-ups, prototypes, wireframes, task flows, site maps, personas, and more to describe key aspects of a proposed experience and how it reconciles business & user needs with brand considerations
- Defined project scope, deliverables and timeline with client services for incoming client work

## EDUCATION

**The Product School** · San Francisco, CA | Product Management

**University of California, San Diego** · La Jolla, CA | Physiology & Neuroscience, Theatre & Dance