



Yukiko Ishida

Visual designer

www.YukikoDesign.com
yukiko@yukikodesign.com
(510) 541-3629

Currently residing in Sausalito, CA

Education Bachelors of Science, Design, Visual Communication Emphasis
December 2007, University of California, Davis

Skills	Photoshop	HTML/CSS	Screencasting
	Illustrator	Flash / AS3	User testing
	Lightroom	jQuery	Mac/Windows
	Product photography	Wordpress	

Experience **Senior Visual Designer**
Products and Personal Publishing, Snapfish by HP
San Francisco, Feb 2011-Current

- › Developed visual concepts, specs and finished artwork for flex book-making app
- › Met daily with UX, PM, flex engineers during semi-agile design process
- › Created flash prototypes for user testing
- › Conducted formal and guerilla user testing of designs
- › Lead content creation and design for inspiration pages
- › Provided books photography styling and photographed customers
- › Coordinatd other lead senior designers to maintain consistent sitewide design

Teacher - Web Design

Academy of Art University
San Francisco, Summer 2010-Current

- › Taught Web New Media 515 Web Tools: Standards Compliant - online and in-person
- › Course covers web design concepts, HTML/CSS, and practical production techniques
- › Developed class curriculem, online course videos and materials

Visual Designer

International Content Release, Snapfish by HP
San Francisco, June 2008 - Feb 2011

- › Designed "Spread Some Snappiness" campaign graphics and for Holiday 2010 and Valentines 2011
- › Provided graphics, specs/templates and coordinated int'l designers for store re-skinning process
- › Design authority for in intl cobrands for Header/Footer project
- › Styled int'l product photography in Aug 2010 Photoshoot
- › Created interactive flash modules and animation
- › Developed and implemented seasonal marketing campaign site graphics
- › Reviewed and researched other designers' work to uphold Snapfish's design standards

Web Designer

Visualization Interface and Design Innovation (VIDI)
UC Davis, June 2007 - December 2007

- › Created a new Web Design position within VIDI
- › Developed and designed VIDI's main research website
- › Designed admin backend allowing VIDI to update content themselves
- › Built and maintained conference websites
- › Created a division logo for Ultravis

References Available upon request

