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Sumi Yo

Experienced UI/UX Brand Designer with a strong background in efficient project management and user-centric design. Proficient in marketing, print, and digital design. Seeking a design role to deliver outstanding results and remain at the forefront of the industry.

Work History

UI&UX Brand designer at Streamhub, Stockholm

December 2021 — Present

Roles and Responsibilities:

- As a UI/UX Designer at Streamhub, responsible for designing the user experience and interface of our digital products.
- Applied effective time management techniques to consistently meet tight project deadlines and deliver high-quality design solutions on time.
- Collaborated seamlessly with engineers, clients, and stakeholders to ensure efficient project workflows and effective design outcomes.
- Remained current with industry trends, tools, and technologies. actively incorporated user-centric design principles into projects through rigorous research and usability testing.

Key Achievements:

- **UI/UX Proficiency:** Successfully transitioned into UI/UX design, quickly mastering user-centric design principles and methodologies.
- **Figma Mastery:** Rapidly adapted to Figma tools by leveraging prior experience with Adobe software.
- **Team Collaboration:** Enhanced teamwork skills by closely collaborating with the CEO and engineers, shifting from freelance to a collaborative mindset.

Graphic Designer at Freelance, Tokyo

December 2014 — December 2021

- **Marketing Materials:** Craft revenue-boosting marketing and promo materials.
- **Print Design:** Create eye-catching brochures, banners, and signs for impactful printing.
- **Digital Ads:** Produce compelling digital campaigns for increased online presence and engagement.
- **Corporate Branding:** Establish consistent branding from logos to letterheads.
- **Custom Design:** Translate client briefs into unique, client-winning designs.
- **High-Quality Files:** Deliver top-notch digital files for print and digital use.
- **Cutting-Edge Web Design:** Stay ahead with web design trends and practices.
- **Adaptability:** Flexibly respond to diverse design needs with 2,000+ successful projects.
- **Client Satisfaction:** Responsibly address client requirements for project success.

Education

Bachelor of Arts, Musashino Academia Musicae, Tokyo

April 2009 — March 2013

Languages

- English
- Chinese (Mandarin)
- Japanese
- Swedish