

# Mieko Tominaga

UX Designer

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## PROFILE

Passionate UX designer dedicated to crafting experiences that enhance people's lives. I leverage my attention to detail and technical expertise to transform creative concepts into functional and engaging interfaces.

## SKILLS

**Design:** Figma, XD, Illustrator, Photoshop, InDesign

**Research Strategy:** Usability Testing, A/B Testing, User Interviews, Surveys

**Tools:** Jira, Git, Wordpress, Zapier, Airtable, Google Analytics

**Programming:** HTML, CSS, Javascript, React, Node, SQL

**Languages:** English, Spanish

## EDUCATION

**Brainstation | Diploma,  
Software Engineering**

DEC 2023, NEW YORK, NY

**Coursera | Certificate,  
Google UX Design**

APR 2023, ONLINE

**Savannah College of Art And  
Design | BFA in Fashion Design**

JUN 2013, SAVANNAH, GA

Summa Cum Laude

## EXPERIENCE

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**UX Designer |** MAR 2024 - PRESENT, NEW YORK, NY

### Asian Cinevision

- Increased user engagement by 65% by redesigning the film festival's user flow in Figma based on usability testing findings, resulting in a cleaner, easier to navigate experience.
- Boosted sales by 48% by implementing a user-friendly ticket widget, which increased pass selections over single tickets.
- Reduced error reports by 30% by addressing 10+ edge cases through an iterative design approach, effectively handling diverse user scenarios and improving overall product reliability.

**Freelance Designer |** JAN 2020 - MAR 2024, NEW YORK, NY

### UBHP

- Improved customer conversion by 35% for the CSA program by building Airtable databases and an email marketing campaign, streamlining the end-to-end customer engagement experience.
- Saved 15+ hours weekly in manual processing and enabled seamless online membership payments/status tracking by automating the user registration experience with Airtable, Zapier, and Stripe integrations.

### To The Market

- Reduced sampling time by 20% by designing a standardized, intuitive spec sheet template, optimizing prototyping and rapid iteration.
- Led 30+ design projects across apparel, accessories, prints, and graphics, growing the customer base by 22%.

**Apparel Designer |** JUN 2017 - MAY 2019, NEW YORK, NY

### SHAPE Magazine, Activewear Collection

- Increased wholesale revenue by 27% using insights from usability testing and trend analysis to tailor products to market demands, leading to new partnerships with major retailers.
- Reduced development costs by 10% by creating a centralized communication system and templates to improve cross-functional collaboration, aligning product development with user needs.

**Womenswear Designer |** JAN 2014 - JUN 2017, NEW YORK, NY

### Under Armour

- Drove an 8% increase in market share by leveraging user pain points uncovered through in-depth interviews with college athletes, and integrating those insights into the product strategy and design.
- Reduced trim development time by 30% through consistent implementation across diverse product categories by designing a centralized, user-friendly product development workflow.