Fumi Tsukiyama

Product Designer

fumi.tsukiyama@gmail.com
(925) 448-5254
https://www.ftsukiyama.com
https://www.linkedin.com/in/fumitsukiyama/

SUMMARY

Product Designer with experience creating intuitive, data-driven B2B tools. Skilled in Figma, design systems, and simplifying complex workflows. Experienced in both designing full products from scratch and leading end-to-end redesigns. Known for clear communication in remote environments and build-ready designs.

EXPERIENCES

Freelance/Self-Employed
Founding Designer
Remote | Aug 2020 - Present
- Delivered 20+ features across web and mobile platforms, with data tools primarily designed for web, driving 56% revenue growth.
- Created scalable design systems in Figma aligned with engineering components, improving consistency and developer handoff speed.
- Led UX strategy for analytics-rich interfaces; organized information architecture to support dynamic data workflows and task-based navigation.
- Conducted qualitative research and usability testing to optimize complex workflows and mental models.
- Designed interactive workflows that reduced user burden by over 100 hours, while increasing user confidence by 71% and motivation by 93%.

btrax, Inc
Product Designer
Seattle, WA | July 2022 - Sept 2022
- Designed AI-powered digital solutions to improve employee productivity and customer satisfaction for a global automotive client.
- Led the creation of high-fidelity prototypes, user personas, and interaction flows for consumer-facing applications.
- Recommended workflow improvements to enhance design quality and cross-team collaboration.

Zypsy, Inc
Product Designer
San Francisco, CA | June 2019 - June 2020
- Led UX/UI for client-facing CRM solutions; increased company profitability by optimizing workflows and resource use.
- Designed gamified experiences and motion-infused UI components on iOS, delivering polished final assets to developers and clients.
- Played a key role in closing $180K in contracts by aligning client needs with scalable design solutions.

EDUCATION

University of Washington
MS in Human Centered Design & Engineering
Seattle, WA | 2023

University of California, Berkeley
BA in Interdisciplinary Studies (Focus: HCI)
Berkeley, CA | 2019

SKILLS

Data Visualization / Interaction Design / Visual & Motion Design / Design Systems / Design Sprints / Ethnography / Competitive Analysis / Personas / Journey Mapping / Usability Testing / Wireframing / User Flows / Information Architecture / Developer Handoff / Component-Based Design / Cross-Functional Communication

DESIGN SOFTWARE

Figma / Protopie / Sketch / Origami Studio / Framer / Principle / Adobe Suite (PS, AI, AE) / Miro