

RUNA MORIOKA

Product designer with 5 years of experience creating scalable mobile and web products in the AdTech industry

www.moriokadesign.com

runamoridesign@gmail.com

+1 971-263-0259

EXPERIENCE

Product Designer II, T-Mobile

Feb 2023 - Present | Bellevue, WA

- Owned end-to-end design of the **Octopus Driver mobile app**, improving key flows such as cash out, login, community, and rewards. Impacted 50,000+ users, driving 60% adoption, 17% growth in active users, and a 20% lift in satisfaction (NPS).
- Redesigned the **T-Mobile Ads Content Management System platform**, delivering a scalable and simplified workflow and dashboard with an interactive map to support the management of over 6,000 stores and 20,000 in-store screens and creative assets reaching over 25 million consumers.
- Designed and launched the **Uber account linking feature** for the Octopus Driver mobile app, enabling drivers to seamlessly connect their accounts. Over 1,000 users linked with Uber within 24 hours of launch.
- Led UX vision and prototyping for an **AI-powered content intelligence tool** enabling privacy-first, context-based ad targeting across web and app supply—positioning T-Ads to scale brand-safe media buying with 88% model accuracy.

Product Designer I, T-Mobile

Apr 2021 - Feb 2023 | Bellevue, WA

- Established the **T-Ads Design System** from the ground up, creating accessible components and dark mode aligned with WCAG 2.2 standards. Collaborated with engineers to implement the system across 3 products, ensuring a cohesive visual language throughout the T-Ads ecosystem.
- Redesigned the **Measurement & Insights section of the Magenta Advertising Platform**, delivering 10+ chart components and 12 accessible color palettes to improve campaign data visibility.

UX Design Intern, MIM Software

May 2020 - Aug 2020 | Beachwood, OH

- Designed **internal tools for customer support teams to route and match incoming service requests**, improving accuracy and workflow efficiency. Collaborated closely with cross-functional teams to align on technical requirements and operational needs.

EDUCATION

University of Michigan

2019 - 2021 | Ann Arbor, MI

Master of Science in Information
Human-Computer Interaction

University of Washington

2015 - 2018 | Seattle, WA

Bachelor of Arts in
Business Administration
Finance | Information Systems

SKILLS

Design

Interaction/UI Design, UX Research, Information Architecture, Design System, AI, Mobile/Web Design, Data Visualization, Responsive Design, Wireframing, Prototyping, Design Strategy, Agile Development, Usability Testing, Journey Mapping, Cross-functional Collaboration, Accessibility, Heuristic Analysis

Tools

Figma, Adobe Creative Suite (XD, InDesign, Illustrator, Photoshop), Framer, Sketch, InVision, Miro, Jira, FullStory, Qualtrics, HTML/CSS, JavaScript