

KOTOMI TANAKA

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Product Designer with a background in architecture, blending human-centered design with digital innovation. Experienced in accessibility-focused web design, branding, and marketing strategies that drive engagement. Passionate about bringing multicultural perspectives to global design challenges.

SKILLS

UX/UI Design: Wireframing, Journey Mapping, Usability Testing, User Interviews

Marketing & Analytics: Google Ads, Google Analytics, A/B Testing, SEO Principles

Tools & Software: Adobe Creative Suite, Figma, Rhino, Sketchup, Fusion360, Microsoft Office

EXPERIENCE

Product Designer, TRIPLE THREE Tokyo, Japan

(July 2025 - Nov 2025)

- Designed and launched new platform features allowing managers to upload onboarding manuals and conduct skill checks, boosting employee engagement by 10% based on manager feedback and usage reports.
- Independently conducted 20+ user interviews with store and area managers to uncover onboarding and training pain points, shaping product requirements and feature priorities.
- Developed comprehensive value flow analyses, service blueprints, and product requirement documents to inform strategic improvements in skill verification and elevate the overall employee training experience.

Design Assistant, CITRIS & the Banatao Institute at UC Berkeley, California

(Sep 2023 - Aug 2024)

- Redesigned CITRIS website homepage and built an ADA-accessible interactive web map utilizing Web Content Accessibility Guidelines (WCAG).
- Led a branding design project for a hybrid Tech Symposium held at UC Davis, resulting in over 200 attendees. Designed comprehensive promotional assets, including social media content, event slides, and print collateral, resulting in a 27% increase in event attendance from the previous year.

UX Designer, Genvision Leuven, Belgium

(Jun 2023 - Aug 2023)

- Redesigned a new website targeting companies interested in ESG & carbon offset projects, and increased user engagement by 2%. Designed micro-sites that funnel marketing leads between NPOs & environmental consultants and created customer-focused recommendations.
- Developed an interactive onboarding process, reducing customer onboarding time by 30% and improving the user experience for AI-driven carbon capture measurements.
- Performed a website demonstration showcasing the company's technology to investors, contributing to successful funding discussions.

Design Intern, Moon Creative Lab Inc Palo Alto, California

(Jun 2022 - Aug 2022)

- Organized and facilitated ideation sessions with designers and founders from business units owned by Mitsui.
- Prototyped architectural renderings for Moon's venture on innovative retail experiences and developed storyboards that helped secure approval and funding from Mitsui's Executive Board.

Vice President and Consultant, Berkeley Innovation Berkeley, California

(Feb 2021 - May 2023)

- Secured partnerships with 7 design firms, enabling end-to-end projects with consultants, and generated club funding of \$6K.
- Helped host a Hackathon on UC Berkeley Campus in collaboration with Playbook Digital, Inc. resulting in +70 in-person and online event attendees
- Worked as a design consultant for 2 years with 3 design firms (Tempo, Moon Creative Lab, MODEM), conducting user research and delivering human-centered design solutions

EDUCATION

Adobe Digital Academy, UX Design

- Adobe Digital Academy Scholar: Currently undergoing an intensive UX Design immersive. Conducted 20+ user interviews and usability testing, and developed high-fidelity prototypes and UI designs for mobile and web.

B.A. in Architecture, Minor in History of Art, University of California, Berkeley

GPA: 3.9

- Meyers-Putnam Bancroft Library Prize: Awarded for outstanding research and design work in architectural history.
- Relevant coursework: Fundamentals of Design, Prototyping and Fabrication, Environmental Design.