Alisa Ogura-Traxler

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PROFESSIONAL SUMMARY

Product Designer with 10+ years in animation and gaming and 4+ years in UX/UI design, bringing a strong foundation in UI motion design, interaction, and visual storytelling. Experienced in designing motion-driven interfaces, icon systems, and animated prototypes using Figma, Lottie, and After Effects across web and mobile platforms. Passionate about creating intuitive, accessible, and engaging learning experiences, and adept at collaborating with Product, Engineering, and Marketing teams to deliver cohesive, user-centered solutions.

SKILLS

Technical Skills: User Experience Design, Color Theory, Layout Composition, Mobile App Design, Responsive Design, Product Design, Design Thinking, Interaction Design, Design Composition, Style Guide, Typography, Wireframing, Ideation, Prototyping, Usability Testing, Visual Design, Auto-Layout, User Research, User Interviews, User Flows, Personas, Site Mapping, Information Architecture, Heuristic Evaluation, Competitor Analysis, Qualitative Research, Copywriting, UX Writing, HTML Basics, Data-Driven Optimization, Video Editing, Video Production, Motion Design, Animation, Illustration, Project Management, HUD, FUI, Iconography, Visual Development, Mind Mapping, Localization, Servant Leadership, Agile Methodology, Gamification Strategies, Accessibility Design, Systems Thinking

Programs/Tools: Figma, FigJam, Notion, JIRA, Miro, Invision, Sketch, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro, Adobe InDesign, Adobe Substance 3D Modeler/Painter, Blender, Autodesk 3ds Max, Autodesk Maya, Unity, Canva, ProtoPie, OBS Studio, Slack, Zoom, Google Suite, Microsoft Office Suite, GitBash, GitHub, Visual Studio Code, Perforce, Outlook, Zoom, Webflow, Usertesting.com, Lottie, Unreal Engine, Framer

Soft Skills: Multitask, Collaborative, Time Management, Teamwork Mentality, Problem-solving, Scheduling, Detailed Note-Taking, Communication, Independent, Organized, Detail-oriented, Adaptable, Empathetic, Project Management, Global Collaboration Proficiency, User-Centered Thinking, Mentorship & Design Leadership

Language: Japanese (Fluent, Business-level, both reading and writing)

PROFESSIONAL EXPERIENCE

Creative Designer (UI & Animation)   *October 2025 - February 2026*
StudyFetch, Inc. (Beverly Hills, CA)

- Designed and animated UI motion systems, micro-interactions, and transitions using Lottie, Figma prototyping, and After Effects to improve usability and learning flow.
- Led the redesign and creation of a scalable icon system as part of a full product/platform overhaul.
- Produced detailed UI animation references and motion specs to support smooth engineer implementation.
- Storyboarded, illustrated, and animated a hand-drawn, frame-by-frame lo-fi ambient video for repeated in-app use.
- Created motion-driven product demos, social animations, and promotional assets for marketing and advertising.
- Collaborated cross-functionally with Product, Engineering, Creative, and Marketing teams to deliver cohesive, user-centered experiences.

Lead Visual Development Director   *April 2024 - October 2025*
Videoneer, LLC. (Remote)

- Led design and research for mobile and PC game projects, delivering cohesive visuals, intuitive UX, and high playability across development.
- Conducted usability, concept, and A/B testing, plus surveys and market research, to identify pain points and inform strategic game design decisions.
- Partnered with the CTO to implement cost-effective alternatives to industry tools, achieving a 92% reduction in annual software costs without sacrificing workflow quality.
- Designed and implemented engaging, brand-aligned game UI layouts to enhance player experience.
- Developed intuitive UI for proprietary software, improving interaction clarity and overall usability.
- Collaborated cross-functionally to iterate on UI designs, integrating feedback and usability insights to continuously improve product performance.

UX/UI Designer (Freelance)   *November 2022 - Present*
- Conducted UX/UI design and research across diverse industries, including video game development, e-commerce, real estate, government (judicial), and AI-focused products.
- Leveraged agile methodologies by integrating competitor research, client stories, and heuristic evaluations to inform product decisions and enhance user experience.
- Developed user flows, wireframes, style guides, prototypes, and documentation to align with agile principles and ensure seamless implementation.
- Lead and refined user testing processes, including test plans and script preparations, iterating on designs based on data-driven insights for continuous improvements.
- Enhanced team productivity by 30% by proactively identifying potential roadblocks for Product Owners and Scrum Masters, mentoring junior designers, and providing developer-aligned insights to minimize rework post-handoff.

Designer / Illustrator (Freelance)   *January 2017 - May 2023*
- Owned and operated a creative freelance firm specializing in personalized fine art prints, diverse product range, and graphic design solutions for clients across sectors.
- Managed multiple parallel projects, ensuring timely delivery of designs surpassing client expectations, while overseeing diverse aspects of business operations, including product innovation, market analysis, and promotions.
- Navigated intricate design ventures with precision, adapting to evolving client input, the latest market trends, utilizing technological advances, and refining designs to align with industry standards.

Corporate Coordinator   *April 2018 - May 2023*
Marza Animation Planet USA, Inc. (Burbank, CA)
- Facilitated efficient communication and collaboration between Japanese and English-speaking entities, ensuring a smooth approach to information sharing and project management.
- Served as a liaison between U.S. and Japanese HQ, reducing communication delays by 50%, improving information sharing, and minimizing miscommunications. Ensured real-time coordination and follow-ups, streamlining cross-regional collaboration for more efficient decision-making.
- Composed English microcopy for the company's official social media posts and homepage news articles.
- Gathered feedback from Japanese and English-speaking stakeholders to iterate and optimize project deliverables, ensuring a cohesive experience throughout the project lifecycle.

Office Manager / Admin Assistant (Part-time)   *January 2018 - May 2023*
Sega of America, Inc. (Burbank, CA)
- Organized and optimized the physical workspace layout, considering ergonomics and user flow to enhance productivity and employee experience.
- Administered user testing and gathered feedback from employees to identify pain points and improve the usability of internal systems and processes.

Animation Dev Assistant / Mocap Prep Coordinator   *May 2014 - September 2016*
Rockstar Games - San Diego (Carlsbad, CA)
- Collaborated with the motion capture (mocap) team, Art team, Animation team, and Game Design team to understand mission requirements and ensure a user-centered approach to mocap preparation.
- Implemented a structured pipeline for mocap shoot planning, increasing shot completion rates from ~50% to 90-100%, improving efficiency by 50-80%. Streamlined cross-team communication and preparation, reducing unnecessary costs by minimizing shoot delays and production bottlenecks.
- Integrated mocap data into virtual environments, ensuring seamless integration and realistic user interactions for immersive experiences.

EDUCATION
Bachelor of Fine Arts in Entertainment Art & Animation - California State University - Fullerton