

Naomi Okubo

Principal Product Designer | mihaina.com



EXPERIENCE

LASSO

- Principal Product Designer | July 2022 - Present
- Senior Product Designer | December 2019 - July 2022

I develop and manage design systems. I create page templates and components for designers to deliver consistent layouts. I research and design the platform. I work closely with developers to deliver pixel perfect front end code based on mocks that I provide. I design and code emails. I recently redesigned a public website to re-strategize the brand identity and introduce Lasso and the products with a confident voice.

Kainos

Principal Product Designer | August 2020 - August 2022

I designed and developed the website for all across view ports with WordPress. The site uses a minimal WP Bootstrap framework as a base and was customized with WP snippets to extend the functionality. One of the features of my work is the implementation of Stripe and PayPal transactions for their donation page.

One Market

Product Designer | November 2017 - December 2019

Westfield Retail Solutions acquired 12 Digit and both entities were rebranded as OneMarket. My main responsibilities were to brand 12 Digit into One Market and create a new brand identity across platforms and a public website.

SKILLS

UI | UX

Design Systems

Branding

Visual Design

Art Direction

Prototyping

HTML & CSS

Basic Javascript

Bootstrap

Storybook

Japanese

SOFTWARE

Figma | Figjam

Sketch

Photoshop

Illustrator

Webflow

Jira

Miro

WordPress

Microsoft Visual Studio

WHERE YOU FIND ME

Linkedin

Behance

Dribbble

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12 Digit

Product Designer | February 2016 – November 2017

I designed and developed a web app. I designed banners, one pager, business cards, posters and icons. I closely worked with developers to deliver pixel perfect front end code based on mocks that I designed. I led the public website design working closely with an agency.

Dynamic Signal

UX Focused Web Developer | March 2012 – February 2016

I transformed designs into pixel perfect front end code. I mentored programmers HTML and CSS. I created reusable dynamic CMS templates for a web app. I designed and developed app documentation pages for developers. I was also responsible for designing and developing email templates.

Zuberance

UX Designer | September 2009 – August 2011

Since the company was small, I was wearing multiple hats as a generalist designer. One of the clients that I managed was Chili's. I designed their CMS template and created banners. I delivered front end development for reusable dynamic CMS templates for a web app. I was also responsible for designing and developing email templates.