

Visual / Product Designer, Web Accessibility

Yoshiko Oka Wright

yoooooka@gmail.com | <https://yoshiko.901farm.com/>



Experience

Freelance Product Designer, Web Accessibility

September 2020 - Present

- Demonstrate expertise in planning, building, designing, and maintaining digital products.
- Lead an ongoing accessibility initiative, ensuring designs adhere to current standards while continuously updating knowledge on evolving web accessibility best practices.
- Educate junior to mid-level designers on design processes and methodologies through mentorship.

Senior Product Designer | Maven Coalition Inc. (Seattle, WA)

July 2016 - August 2020

- Led the design of a new media platform; the MVP launch attracted over 300 publishers and received about 90 million unique clicks per month.
- Contributed to the project by working on UX/UI design, front-end development, and hiring designers during the early product phase.
- Developed the product design system alongside the engineering team, focusing on creating scalable, code-based components.

UX/UI Engineer | Scout Media Network (Seattle, WA)

August 2015 - July 2016

- Improved project efficiency and product quality by bridging engineering and design teams.
- Used SASS and JavaScript to speed up the translation of static mockups into live components.

Visual Designer, Kindle Marketing | Amazon (Tokyo / Seattle)

June 2012 - May 2015

- Drove the online merchandising of visual assets for a range of products, including Kindle, Fire Tablets, and Fire TV.
- Achieved a significant milestone by successfully launching Amazon devices in the highly competitive Japanese market.
- Made a huge impact on the global teams by redesigning the welcome email template, saving close to 350 hours across all launches.

Visual Designer | Amazon (Seattle, WA)

September 2010 - January 2012

Worked for the Gift Cards and Global Visual Experience Design teams, responsible for updating and maintaining their shopping promotion pages.

About Me

As a designer based in Seattle, my expertise lies in UX/UI and visual design with a keen interest in web accessibility. My involvement in front-end development not only streamlines production processes but also ensures inclusive design practices. I'm passionate about cross-disciplinary roles and collaborating with cross-functional teams to create user-friendly and accessible digital experiences.

Skills

Visual Design
UI/UX design
Coding
Prototyping
Web accessibility

Design Tool

Figma
Adobe Creative Suite
Webflow

Front-end Development

HTML/CSS
React
Astro
Next.js
Tailwind CSS

Education

Tokyo Zokei University
Bachelor of Design and Fine Arts

- Graphic Design
- Advertising

Languages

English
Japanese