Emi Hayakawa (เอมิ ฮายาคาวา)

emihayakawa.me • linkedin.com/in/emi-hayakawa • I'm a product designer passionate about creating intuitive and delightful user experiences. With 5 years of experience designing web and mobile applications, I'm currently looking for new opportunities in design.

EXPERIENCE

UX Designer
Jan. 2022 – Sept. 2023

iSpecimen (Boston, MA)

- Spearheaded the research and design of a multi-year project to create a user-friendly online marketplace for biospecimens.
- Organized, conducted, and analyzed over 45 user interviews and usability tests, identifying opportunities to improve usability and decrease development costs.
- Successfully created a user-centric company culture by implementing design processes, conducting workshops, and presenting HCD concepts to 80+ employees.

Lead Product Designer & Design Mentor
Aug. 2018 – Jul. 2021

Digital Applied Learning and Innovation (DALI) Lab (Hanover, NH)

- Led the zero to MVP/MMP design of 7 mobile and web applications while collaborating with other designers, developers, and project managers in 10-week agile timelines.
- Co-managed the lab as a key member of the core student leadership team. As the Events Lead, I organized five community outreach events (250+ attendees) in a year.
- Mentored 11 junior designers, facilitating their growth through design lessons and constructive feedback sessions.

UX Researcher & Designer
Jan. – Jun. 2021

Dartmouth-Hitchcock Medical Center (Hanover, NH)

- Conducted in-depth user research with and identified key insights about the remote rehabilitation experiences of chronically ill patients for a team capstone project.
- Led two co-creation workshops and ideated, prototyped, and tested a new system for remote recovery with a 257% increase in user engagement.

Teaching Assistant
Mar. 2020 – Jun. 2021

UI/UX Design & Digital Design Classes (Hanover, NH)

- Conducted multiple 1:1 technical help and constructive critique sessions (office hours) with students. Aided professors with creating lecture materials and running class.

Design Intern
Jun. – Sep. 2020

Asia Media Studio (Bangkok, Thailand)

- Designed branding materials including logos, brochures, newsletters, websites, and packaging for 12 international companies with 100% positive client feedback.
- Advocated for design thinking to the managing director, resulting in the adoption of more user-centered practices in the company.

NOTABLE PROJECTS

6AM Health: Product Design Lead
Mar. 2019 – Dec. 2020, Aug. – Dec. 2021

- Collaborated with developers, project managers, and other designers to easily reserve and purchase food on a mobile app. Delivered the MVP, V1, V2, and V3 for the app in efficient 10 week sprints.

My Brain Explained: Product Design Lead
Sep. 2020 – Mar. 2021

- Spearheaded the design for Stanford's new EdTech website.
- Developed the site architecture and user flow and designed the visual identity and central design language for the site.

Nissan Asia & Oceania: Design Intern
Jun. – Sep. 2020

- Conducted brand identity research and created a logo, email template, and PowerPoint guides which were chosen as the final designs by the client.
- Led the visual design and layout of the first three issues of their newsletter.

CONTACT

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EDUCATION

Dartmouth College
GPA: 3.78 – Cum Laude Honors
BA in Human-Centered Design and Biology

SKILLS

DESIGN
Product Design
User Research
UI/UX Design
Interaction Design
Brand Strategy
3D Modeling
Design Systems

PROCESS
Design Thinking
Data Analysis
User Interviews
Sketching
Wireframing
Rapid Prototyping
Usability Testing
Agile

TOOLS

Figma / Sketch / InVision
Adobe Photoshop / Xd
Illustrator / After Effects
HTML5 / CSS
Java / Python
Jira / Zenhub

LANGUAGES

English (fluent)
Thai (fluent)
Mandarin (conversant)
Japanese (conversant)

ACCOMPLISH-MENTS

Rufus Choate Scholar 2020-21: Top 5% honors group at Dartmouth College

Dartmouth Designathon 2020: Third place in a design competition with a project aimed at decreasing social isolation