SAHOKO YUI USER EXPERIENCE RESEARCHER AND DESIGNER

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SUMMARY
Lead qualitative researcher and designer working at the intersection of customer/user needs and emerging technologies. Experience with interdisciplinary collaboration to create user-driven designs.

WORK EXPERIENCE

Lead UX Researcher and Designer, Refinery team | Palo Alto Research Center (PARC), Palo Alto, CA
August 2020 – December 2020 (Contract) / June 2021 – Current (FTE)

PARC Refinery is an internal interdisciplinary venture services team that explores needs and uses of new technologies invented and developed by PARC research scientists, such as 3D printing, AR training, and cybersecurity software.

- Led and conducted qualitative user research (60+ user interviews, 12 workshops, created journey maps, user flows, personas) to provide actionable insights (wireframes and design/feature recommendations) to research scientists.
- Created templates and user research system for the team to improve operational efficiency of user research analysis, synthesis, product design, and brainstorm.
- Introduced new tools (Figma, Balsamiq) and created 12-page Figma design system to improve efficiency and visual quality of wireframes, presentation graphics, and other visuals.

Lead Product Designer, Design team | CareAR, Austin, Texas (Remote)
January 2021 – June 2021

CareAR allows users to remotely see and solve issues with AI/AR powered visual support.

- Collaborated with marketing and product management to create brand voice, personality, and design system to be used across all future apps and marketing material.
- Conducted user research (user interviews, usability interviews), created user journey maps, personas to create high-fidelity prototypes for mobile, tablet, and hands-free app.
- Led the meetings and workshops with marketing, product, and engineering team to build and deploy product, released in January 2022.

Design Researcher, Sustainable consumption of food and waste | UC Davis, Davis, CA
April 2013 – August 2020

Research examining sustainable consumption of food and waste systems.

- Led a 12-person team or design researchers and collaborated with food scientists, designers, and marketing analysists. Taught courses in design, design research, and sustainable consumption.
- Conducted user research (18 focus groups, 23 interviews, 20+ focus groups), design workshops, and literature reviews to create physical prototypes. Published study in Journal of Hunger and Environmental Nutrition (2020) and presented at two conferences.

EDUCATION
UC Davis   **PhD Geography** 2018**; MS Transportation** 2013
Cal Poly   BLA Landscape Architecture 2008

SKILLS AND TOOLS
Design: Prototyping, Wireframing, Figma, Photoshop, Illustrator, InDesign; **Research**: Interviews, focus groups, workshops, cognitive walkthroughs, journey maps, personas, user flows, MAXQDA, ArcGIS