ミサキ

Misaki Suehiro

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EXPERIENCE

SHOPIFY / PRODUCT DESIGNER

May 2019 - May 2023

- Led design of Shopify's B2B Checkout, processing $100+ million GMV within the first 6 months of launch.
- Collaborated among product, engineering, and stakeholders, defining the project roadmap and UX strategy to ensure seamless alignment throughout development.
- Championed user research, incorporating interviews and usability testing to drive informed product strategies and design decisions.
- Translated conceptual ideas into detailed wireframes, prototypes, and high-fidelity UI designs.

HANDSHAKE / LEAD PRODUCT DESIGNER

Apr 2018 - May 2019

- Redesigned the main product's navigation at a B2B SaaS e-commerce company, including information architecture restructuring and final visual designs.
- Created the company's design system for use across all products, contributing to a cohesive user experience.
- Worked on projects to enhance the user ordering experience across multiple platforms.

RENT APPLICATION / LEAD PRODUCT DESIGNER

Oct 2016 - Nov 2017

- Led design efforts at a digital rental application platform, overseeing product direction and visual design.
- Conducted initial user research, including interviews and heuristic evaluations, leading to a visual rebrand and an overhaul of the user experience.
- Performed usability research post-redesign launch, utilizing interviews, surveys, heat maps, and Google Analytics to continually improve the user's experience.

DESIGNATION / UX DESIGNER

Mar 2016 - July 2016

Participated in an 18 week program where I worked as a UX consultant for various clients in a collaborative agile environment.

EDUCATION

UNIVERSITY OF ILLINOIS

Bachelors of Science in Psychology

SKILLS

UX design	User Research	Brand Identity
UI design	Prototyping	Information Architecture
Usability Testing	Rapid Prototyping	Design Thinking
User Interviews	Wireframing	
Heuristic Evaluation	Interaction Design	