

# MARK UYEMURA

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## SKILLS

*UX experience and projects have provided a solid foundation in:*

- Prototyping
- Usability Testing
- Content Management
- User Interface
- User research & Persona creation
- App & web site flowcharting
- Analytics
- Wireframing
- Requirements & specifications creation
- Project Management
- Web development

### Tools

- Adobe Creative Suite
- Wordpress
- UserTesting.com
- Sketch
- Axure
- InVision
- Balsamic
- Google Analytics/ Adobe Analytics

## EDUCATION

- **California State University, Fullerton, School of Professional Development**  
> Certificate in User Experience and Customer-Centered Design > 2017
- **North Orange County Community College District**  
> Certificate in Project Management > 2013
- **University of California, Irvine, Extension**  
> Art & Graphic Design classes > 2002
- **California State University, Long Beach, School of Continuing & Professional Education**  
> Certificate in Digital Multimedia > 1999
- **California State University, Fullerton, School of Communications**  
> Bachelor of Arts, Communications > 1993

## EXPERIENCE

### **Freelance UX/Web/Print Designer** > 2017- present

*Define, design and implement websites guided by user and stakeholder input.*

#### **Duties and responsibilities**

- Meet regularly with stakeholders, aligning business goals and user needs. Explain each step of the process.
- Conduct user research to identify user needs and pain points.
  - Define research goals
  - Create comparative analysis
  - Use various qualitative and quantitative methods depending on requirements and goals
  - Analyze and interpret data to develop user insights and identify pain points.

- Create designs that solve user problems and create a positive experience.
- Help client with selecting website hosting and domain registration
- Wireframing and prototyping
  - Create draft designs on Adobe XD, Sketch and InVision
  - Choose fonts, color palette
  - Test designs with users and iterate design.
- Implement website
  - Install and setup Wordpress, themes, settings
  - Design pages based on final prototype
  - Organize and gather content
  - Proof content
  - Setup analytics
  - Train client if necessary
- Troubleshoot and optimize
  - Test website speed and optimize pages
  - Test hosting if suspected of being a bottleneck and provide recommendations for enhanced hosting.
- Register website and business in Google.
- Maintain website and content after launch.
- Design logos and print collateral using InDesign and Illustrator

**Product/Project Manager, Interactive Web Development** > Digital First Media/Freedom Communications > 2015- 2016

*Media company with television, magazines and newspaper properties.*

**Duties and responsibilities**

- Responsible for creating and maintaining all public-facing web sites and apps for multiple media chain properties.
- Develop requirements with stakeholders, and created requirement specifications for designers and developers from all divisions of the company. Work with marketing, circulation sales, content, production and I.T. divisions.
- Design project wireframes and low-fidelity prototypes based off the business requirements. Worked with designers to create high-fidelity mockups. Managed projects through implementation.
- Created project plans and maintained and prioritized the project pipeline.
- Managed internal and offshore web development teams to implement projects.
- Maintained and improved the company's CMS (Onset).
- Maintained and evaluated third-party vendors and suppliers (Site search, content providers, white-label partners.)
- Write and maintain web-related training and systems documentation

**Key accomplishments**

- Increased communication and cooperation between sales, content, marketing and circulation departments by creating regular meetings so they understood how their part fit into the larger interactive strategy.
- Developed flexible paywall to drive subscription revenue.
- Streamlined entire design and development process from concept to launch, eliminating unnecessary steps, approvals and paperwork.

- Implemented voting, vote tabulation and winner systems for public-facing Best of Orange County and Best of Riverside Web sites.
- Prototyped many content-driven microsities for coverage on the L.A. Angels and Disneyland.
- Helped manage the redesign of the flagship website, [www.ocregister.com](http://www.ocregister.com).

## **I.T. Product Manager, Digital Products > Freedom Communications > 2012-2015**

### **Duties and responsibilities**

- Met with division stakeholders to understand business requirements for new projects.
- Created technical requirements for engineers and developers, and worked directly within the technical team to guide project.
- Wire framed early versions of products, and sold these concepts to management.
- Created product roadmaps for various sales, marketing and content web products.
- Managed outside technology vendors.

### **Key accomplishments**

- Implemented new content distribution channels, including YouTube channels, Facebook comments and Pages, and Twitter integration.
- Prototyped and created the flow for a hard paywall system to encourage online subscriptions for web and mobile web sites.
- Helped launch new real estate and automotive sales sites.
- Designed 50+ content blogs and project managed launch on Wordpress.

## **Team Leader, Content Web Tools and Training > The Orange County Register > 2007-2012**

*Largest newspaper and media website ([www.ocregister.com](http://www.ocregister.com)) for the Orange County, California market.*

### **Duties and responsibilities**

- CMS administrator charged with continuously improving workflow, efficiency and features
- Researched and evaluated technology as a dissemination vehicle for journalists.
- Wire framed new designs for content templates on [ocregister.com](http://ocregister.com).
- Created page flow from home to top-level section fronts to article pages.
- Evaluated content quality from outside companies and freelancers.
- Coded HTML and CSS.
- Write and edit text and photos.
- Training on all web tools, including WordPress, Dreamweaver and Photoshop.

### **Key accomplishments**

- Trained hundreds of journalists and editors on online publishing and communications.
- Helped the newsroom journalist's transition to web first model, posting news several times a day.
- Introduced analytics to content team to track user usage patterns.