YUDAI KOYAMA

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PROFESSIONAL SUMMARY

UX/Product Designer with 5+ years designing interfaces where a wrong answer has real consequences. Led end-to-end design of a self-service nutrition kiosk — ADA reach-zone compliant, researched and built solo — that surfaces allergen and dietary information in under 20 seconds, now piloting across an 18-campus network. Redesigned a multi-campus dining platform where post-launch analytics showed bounce rate fall from 66% to 58% against a 5-point target. Google UX Design Certified. Bilingual: English/Japanese.

CORE SKILLS

Accessibility: ADA Compliance, WCAG, Inclusive Design, Accessible Reach Zones, Touch Target Sizing, FARE Allergen Disclosure Standards

Design & Research: User Experience Design, User Interface Design, User Research, Usability Testing (Moderated & Naturalistic), Information Architecture, Wireframing, Prototyping, Interaction Design, A/B Testing

Tools: Figma, Adobe Creative Suite, Wix Studio, HTML, CSS, JavaScript, Google Analytics

Process & Collaboration: Agile/Scrum, Design Thinking, Component Libraries, Cross-Functional Collaboration, Stakeholder Communication

WORK EXPERIENCE

User Experience Designer | Thompson Hospitality | Remote *August 2023 - Present*

- Designed and shipped a self-service dining hall kiosk that lets students identify allergens and dietary triggers in under 20 seconds, live at Shaw University and piloting across an 18-campus network
- Applied ADA accessibility standards — 15″-48″ reach zone, 60px+ touch targets — and FARE allergen-disclosure guidance to an information hierarchy validated through moderated and naturalistic usability testing
- Built the kiosk MVP directly in production, writing custom JavaScript for dynamic allergen data binding and automatic session reset to protect student data between users
- Self-initiated a full UX process on a multi-campus dining site redesign originally scoped as visual-only; post-launch analytics showed bounce rate fall from 66% to 58% against a 5-point target
- Consolidated 17 fragmented sites into one platform with a campus picker, cutting subscription and domain costs 82% while unifying the cross-brand user experience
- Built a reusable component and template library that standardized layouts across campus sites, reducing design turnaround time 18%

Senior Website Designer | Townsquare Interactive | Charlotte, NC *June 2022 - August 2023*

- Designed and shipped 450+ responsive websites through a repeatable wireframe-to-launch process, maintaining a 2-day average delivery against agency SLAs
- Used post-launch analytics to iterate on layout and content decisions, improving bounce rate 7% across the portfolio
- Translated client branding into wireframes, mockups, and functional web pages through a scalable design process
- Mentored 8 junior designers on visual design standards, raising first-round client approval rate to 85%

Web Designer | Thompson Hospitality | Remote *June 2021 - June 2022*

- Designed wireframes and interactive prototypes that became the foundation for the company's first user-centered digital products, partnering with the marketing director and design manager
- Built and maintained 23 responsive web pages and templates, improving mobile page-load time by 44%

EDUCATION & PROFESSIONAL DEVELOPMENT

North Carolina State University | Raleigh, NC *December 2021*

B.S. in Technology, Engineering, and Design

UX Design Professional Certificate | Google *April 2026*

Intro to Agile Development and Scrum Professional Certificate | IBM *May 2026*