

# Benjamin Kobayashi

## UX/UI Designer

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### EDUCATION:

Virginia Polytechnic Institute and State University | Blacksburg, VA  
College of Architecture, Arts, and Design | Bachelor of Industrial Design 2020-2024

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### EXPERIENCE:

#### Industrial Design Associate Internship

Attune | July 2024 - Current

- Helped Redesign main user platform, redesigning/creating multiple new pages
- Helped perform user interviews with existing clients and coworkers who use the platform often
- Worked closely with CEO and software engineers to bring ideas into design
- Creating a design system
- Helped create a logo and visuals to promote new product area launches
- Helping to update their main website, redesigning general layout and storytelling

#### Product Designer

Blacksburg Transit App Thesis Project | Jan 2024 - May 2024

- Conducted user interviews/surveys to understand how students utilize the app, in addition to identifying key problems with the apps features
- Used sketching/wireframes to create prototypes improving key app features and update the overall UI
- Performed user testing with students- collecting feedback on proposed solutions and timing how long it took them to complete certain tasks (comparing old vs new design)

#### Product Designer

Sustain Floyd Competition | Sep 2023 - Nov 2023

- 2nd place prize winner- to design a product solution that enhances waste processes, considering specific challenges, requirements, and user behaviors in Floyd, Virginia
  - App was to aid both local businesses and Floyd residents find new owners for their unwanted belongings, in addition to helping educate users about the benefits of sustainable practices
  - Utilized user interviews, user personas, market analysis, sketching, wireframing, and prototyping
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### SKILLS:

- Figma
- Visual Design
- Design Systems
- Sketching
- User Research
- Framer
- Product Design
- Typography
- Website Design
- User Interviews
- Photoshop
- Prototyping
- Accessibility Design
- Story Telling
- User Personas