

JOYCE TSUNEKAWA

PRODUCT DESIGNER

PROJECTS

UX Design / Onboarding Experience for Aura App

May, 2021 — June, 2021

Facilitated qualitative user research to capture an in-depth understanding of users behaviors, experiences, and expectations then collaborated with engineers and the market team to deliver the final designs. Boosted new users subscription sign-ups by 40% through the new onboarding experience.

UX Design / Meraki Design House Redesign

Nov, 2020 — Dec, 2020

E-commerce website redesign to meet business owner's goal to increase conversion rate by improving first time users' experience. My role was to research in-depth the cause of users abandoning the site.

WORK EXPERIENCE

UX Designer Intern / Aura

March, 2021 — PRESENT

Aura Health is an app platform that provides various content such as meditations, stories, life coaching, etc., through personalization depending on users' needs to help them achieve and maintain wellbeing. As a UX Designer intern, I handled various aspects of UX from research (creating & conducting interviews, content audit) to design (onboarding experience).

UX Designer, Volunteer / The Oppia Foundation

June, 2021 — PRESENT

The Oppia Foundation strives for educational equality by providing and creating quality education for those who lack access to it. As a volunteer UX Designer, I handle my assigned projects independently and work through an iterative process with a team of UX designers at Oppia.

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EDUCATION

General Assembly

User Experience
Design Immersive

San Francisco Conservatory of Music

Master Degree: Cello
Performance

CSU, Sacramento

Bachelor of Arts: Cello
Performance and
Education

SKILLS

Interaction Design
User Research
Prototyping
Wireframing
User Flows
Usability Testing
Branding
Content Strategy

TOOLS

Figma
Miro
Mixpanel
Whimsical
Squarespace