

YOSUKE SHINTO

User Experience Designer

A design leader dedicated to growing teams, nurturing strong designer-stakeholder relationships, and establishing innovative design practices for impactful outcomes.

Experience

Sr. UX Design Lead

2018 – Current

Absolute Software

Led design and user research for a multi-year, multi-phase initiative overhauling the core product line. This encompassed data reporting, dashboard visualization, design system, and workflow enhancements to security & policy controls for enterprise, education, government, healthcare, and financial industry customers. Pioneered user research practices and integrated them seamlessly into the design process.

Results

- Contributed to improving Absolutes NPS score rating to 85
- 96% of customer & user rated Absolute as leaders in Endpoint management by G2 Grid for Zero Trust Networking report.
- 91% rating for most recommended Endpoint solution by G2 Endpoint Management Winter 2022 report

Principal UX Design & Research

2017 – 2018

Mountain Equipment Company | MEC Co-op

In my role as the Principal UX Design & Research at MEC, I spearhead the development and execution of our comprehensive UX strategy. Collaborating closely with my dedicated team, our primary goal is to define and create seamless shopping experiences, inspiring more Canadians to connect with the outdoors.

Key highlights

- Collaborated with product leaders to define key initiatives for MEC's E-commerce success in the annual product and UX Roadmap.
- Established UX research guidelines and developed research tools for a deep understanding of our work's impact.
- Oversight of cross-functional collaboration through stakeholder workshops, design sprints, and user feedback sessions.

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Vancouver, BC Canada

Education

BSc in Interaction Design & Media

Simon Fraser University

2005 – 2011

Skills

Leadership & team

- Allocation & prioritization resources
- Hiring strategy
- People development
- Performance review
- Skill assessments

Execution

- Accessibility testing
- Design critiques
- Design operations
- Prioritization/focus
- Project management
- Prototypes
- Usability metrics

User Experience Architect

2014 – 2017

FCV Interactive

Spearheading customer experience practices, employing a comprehensive user-centred design (UCD) approach to tackle large and intricate digital business challenges for notable clients including WorkBC, TransLink, BC Pension, Destination BC, Google, WestJet, SoundTransit, BC Lottery Corporation, and Booz Allen Hamilton.

Key highlights

- Achieved business goals and enhanced user satisfaction through well-crafted end-to-end user experience workflows.
- Played a crucial role in strategy development, actively contributing valuable insights in roadmap and estimation meetings.
- Conducted participatory workshops to create customer journeys, define user personas, and outline Minimum Viable Products (MVPs).
- Led the delivery of prototypes, wireframes, and comprehensive usability documentation within Agile sprints through close collaboration across departmental teams.

UX Design Lead

2012 – 2014

AKQA

As a key player in the redesign of Audi of America's first fully responsive automobile website and dealership tools:

Key highlights

- Owned the development and execution of digital product and UX strategies, leading an agile team and managing designers, Product Managers, and front-end developers.
- Facilitated the planning, design approach, and development of strategic initiatives, and defining UX Principles.
- Led the UX/UI and development team through the successful launch of the new site redesign for Audi of America.
- Overseeing cross-functional collaboration, presented design concepts and end-to-end workflows to Audi of America Senior Stakeholders and Audi of Germany Design teams.

Design

- Data visualization
- Design systems
- Information architecture
- Interaction design
- Prototyping
- Strategy & vision
- UX research
- Visual design
- Workshop facilitation