



YASMIN STEWART

USER EXPERIENCE • BRAND DESIGN • STRATEGY RESEARCH

I am a multi-disciplinary designer spending my days researching trends, building out strategy, designing ux and composing visuals.

I love creating products that solve problems, improve experiences, change behaviours and spark moments of joy. I see function and aesthetic as intrinsically linked and lead by an understanding of consumer needs and design trends. I strive to use my skills in strategy research and brand design to achieve excellence in both.

I find inspiration and motivation in travel, hiking, photography, mountain biking and people.

CONTACT

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SKILLS

- User Experience + Interface Design
- Consumer / Design Trends + Insights
- Graphic design and illustration
- Layout, presentation and editorial design
- Photography, styling and videography
- 3D CAD + digital fabrication

EDUCATION

Bachelor of Design Innovation
major: Industrial Design
2014

Victoria University of Wellington
New Zealand

SOFTWARE

- Adobe CS (Illustrator, Photoshop, Indesign, Premier Pro)
- Keynote + Powerpoint
- Invision + Axure + Sketch
- Solidworks + Sketchup + KeyShot
- Rhino + Grasshopper

EXPERIENCE

Cinco Strategy Researcher and Designer 2016

- Contributed to strategy initiatives such brand platforms including brand audits, consumer research, persona's and design insights. My work focused mainly on in-depth consumer research used to form strategy for brand positioning. I was also responsible for keeping the studio up to date on the latest trends in order to better guide design work and client strategy, this was achieved by writing concise insight reports. Clients: Gogoro, EA, Boa, Nextbit, Razer

Optimal Workshop User Experience Researcher & Designer 2014 - 2015

- Evaluated the new user experience through surveys, data mining, user interviews and A/B testing. This resulted in highly visual, communicative artifacts including personas, user stories, experience maps and sales funnels.
- Reviewed the customer facing website and designed new content flows, layout, visual elements and style guide. This was done to both update the branding and visual identity of the brand while also creating an information architecture that incorporated new product content.
- Researched potential new product pathways and features through both qualitative and quantitative research methods including customer interviews, surveys and evaluating support materials. This led to categorizing data groups, creating research questions and defining specific product parameters.

Lightning Lab Business Accelerator Designer 2014

- Worked with ten tech-startups during a three-month intensive accelerator program to develop and refine their brand identity and visual design of their products. This included style guides, logo design, poster design, website and mobile app design.
- Conducted customer interviews and surveys, created paper prototypes and A/B tests. This helped define how customers were using the products and how a more intuitive IA could be created.

Cogo Co-founder + Designer 2013 - 2014

- Co-founded a mobile app company that produced a health & fitness app, Momentum. This included concept generation methods including demographic research, user interviews, storyboarding and prototype testing.
- Worked primarily as a UX/UI Designer, creating a visual brand for the company and app that included logo design, photography, wireframes and layout design for presentation and print.