

# CHIIRO YOSHIDA

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Available to start July 10, 2026 | F-1 OPT work authorization | STEM OPT-eligible degree | No visa sponsorship required for up to 3 years

## SUMMARY

UI/UX Designer with a B.S. in Computer Graphics Technology, focused on visual design, interaction design, user research, and high-fidelity prototyping. Experienced in creating polished mobile and web interfaces, testing prototypes with users, and translating research insights into clear, usable digital experiences. Skilled in Figma, front-end prototyping, and AI-assisted workflows.

## EDUCATION

Bachelor of Science in Computer Graphics Technology | Purdue University, IN

Aug 2023 - May 2026 | GPA: 3.86 / 4.00 | Honors College Student | Dean's List, 2023 - 2026

## PROJECT EXPERIENCE

City Exploration App - UX/UI Design Project

- Designed an AI-powered mobile app that helps users generate personalized Chicago outing plans based on time, location, interests, mood, saved places, and events.
- Led UX research and design process, including interviews, competitive analysis, affinity mapping, personas, user flows, wireframes, and high-fidelity Figma prototyping.
- Designed itinerary features such as map previews, stop cards, travel time, edit controls, and "Why Recommended" explanations to improve trust and user control.
- Conducted two rounds of prototype testing with 5 participants; refined visual design, user-selection screens, and Figma interactions after initial feedback, and achieved an average SUS score of 82.5 in formal usability testing.

Beauty Shop Website - UI/UX Design Project

- Redesigned a beauty brand homepage with improved visual hierarchy, typography, product discovery, and brand presence.
- Created homepage sections including hero visuals, featured products, and category browsing to improve first-time user clarity.

Dating App - UX Design Project

- Conducted competitive analysis and semi-structured interviews to identify user pain points around emotional safety, trust, and pressure in dating app experiences.
- Synthesized research findings into personas and journey maps to define design opportunities for a calmer, more intentional relationship-building experience.
- Proposed core features such as response-based badges, compatibility scoring, and match explanations to improve user control, transparency, and confidence.

## WORK EXPERIENCE

BeReal Product Management | Extern | Feb 2026 - May 2026

- Researched user behavior, engagement patterns, and friction points in BeReal's posting and sharing experience.
- Synthesized competitive research and user feedback into retention-focused design insights.
- Proposed product concepts using surveys, usability findings, and strategic frameworks.

Student Employee | Purdue University | Feb 2026 - May 2026

- Co-designed and built an interactive Unity-based classroom simulation for scenario-based learning.
- Translated the experience into a browser-based WebGL training site and improved usability through user flows and interface layouts.
- Collaborated with a professor to shape interaction logic and content clarity.

Research Assistant | Purdue University | Jun 2025 - Jul 2025

- Built an interactive research website using HTML, CSS, JavaScript, and Three.js for 3D content presentation.
- Designed interface layouts, animations, and interaction flows to make technical research content easier to understand.
- Used AI-assisted workflows to support implementation, debugging, and front-end feature development.

3D Visualization Intern | Berry Inc. | Tokyo, Japan | Apr 2025 - Aug 2025

- Designed interactive GUI tools for mesh comparison and color-coded distance mapping.
- Translated complex scan data into clearer visualizations for shape comparison and measurement review.
- Supported implementation and debugging with Python-based scripting workflows.

Additional Experience

Library Assistant | Purdue University Library | Sep 2024 - May 2026

Tour Guide | Samurai Ninja Museum Kyoto with Experience | Mar 2023 - Sep 2023

## SKILLS

Design: Figma, Adobe Illustrator, Photoshop, InDesign, Premiere Pro, Canva

UX Methods: User Research, Competitive Analysis, Affinity Mapping, Personas, Journey Mapping, User Flows, Wireframing, Prototyping, Usability Testing

Technical Design: HTML, CSS, JavaScript, Three.js, Unity, Git, AI-assisted coding, debugging, research synthesis

3D / Visualization: Autodesk 3ds Max, Maya, 3D Modeling, 3D Visualization

**Languages:** Japanese - Native | English - Professional working proficiency