TAKEO YOSHIDA

PROFILE PRESENTATION

BACKGROUND

2017-Present
PANALPINA, BASEL
SENIOR CORPORATE UX/UI DESIGNER
AND FRONT-END DEVELOPER

2014-2016
ZORALIS, FRIBOURG
(Spin-Off of NTT DATA Switzerland)
PRINCIPAL UX/UI DESIGNER AND FRONT-END DEVELOPER

2011-2014
NTT DATA SWITZERLAND, BERN
(Formerly Keane Switzerland)
SENIOR UX/UI DESIGNER AND FRONT-END DEVELOPER

Acquisitions and Spin-Off

2007-2011
KEANE SWITZERLAND, FRIBOURG
(Formerly Caritor Switzerland)
SENIOR DESIGNER AND FRONT-END DEVELOPER

2006-2007
CARITOR SWITZERLAND, FRIBOURG
(Formerly Teamtime Consulting)
DESIGNER AND FRONT-END DEVELOPER

2004-2006
TEAMTIME CONSULTING, FRIBOURG
DESIGNER AND FRONT-END DEVELOPER

2003-2004
BLECHA-COM, FRIBOURG
GRAPHIC DESIGNER

Part-Time

2003-2004
EMAF, FRIBOURG
(School of Multimedia and Fine Arts of Fribourg)
DIGITAL DESIGN

Moving

2002-2003
GOBELINS, L'ÉCOLE DE L'IMAGE, PARIS
(School of the Chamber of Commerce and Industry of Paris)
GRAPHIC DESIGN

1999-2002
TECHNICAL COLLEGE AUGUSTE RENOIR, PARIS
FINE AND APPLIED ART

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STRENGTHS

20 YEARS of experience in design fields.

15 YEARS of experience in custom application development for various industries.

BLEND OF ARTISTIC AND TECHNICAL EXPERTISE
- Graduated in fine art and graphic design.
- Specialized in digital design and web technologies.

BUSINESS DEVELOPMENT ORIENTED
- Active support in sales and marketing.
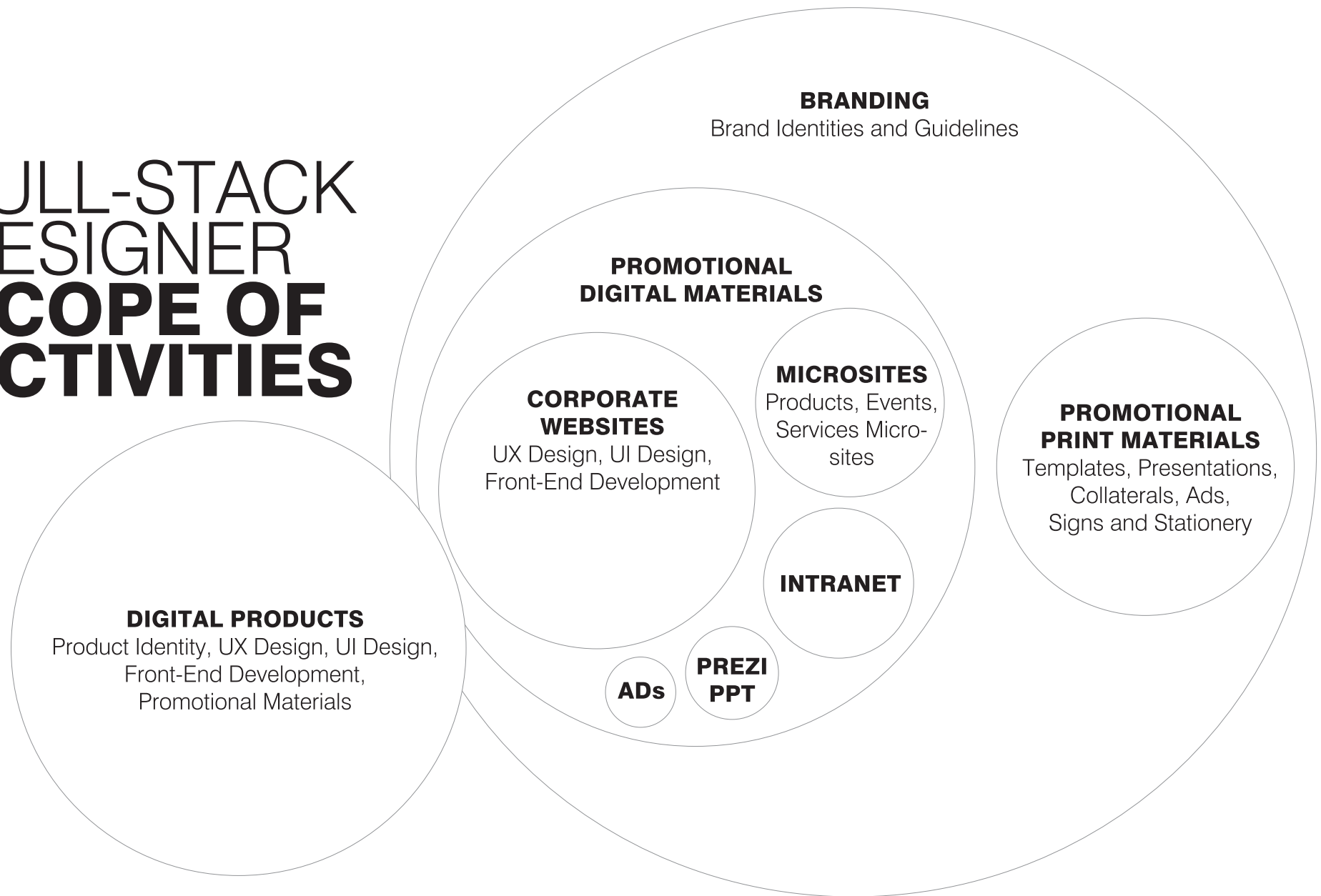- Strong focus on presentation and client perception.

RESULTS ORIENTED
- Ability to understand and translate client needs.
- Creative solutions, clean execution, on-time delivery.
- Focus on user experience and client satisfaction.

ADDITIONAL SKILLS
- Illustration, 3D, product and interior design.

FULL-STACK DESIGNER
SCOPE OF ACTIVITIES

BRANDING
Brand Identities and Guidelines

**PROMOTIONAL
DIGITAL MATERIALS**

**CORPORATE
WEBSITES**
UX Design, UI Design,
Front-End Development

MICROSITES
Products, Events,
Services Micro-
sites

**PROMOTIONAL
PRINT MATERIALS**
Templates, Presentations,
Collaterals, Ads,
Signs and Stationery

INTRANET

DIGITAL PRODUCTS
Product Identity, UX Design, UI Design,
Front-End Development,
Promotional Materials

ADs

**PREZI
PPT**

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TECHNOLOGIES

LANGUAGES

Angular

TOOLS

Microsoft
Adobe
Visual Studio
invision
jQuery
Microsoft Expression Studio 4 Ultimate
DevExpress
{less}
Sass
WordPress
Prezi
Bootstrap
CS6

METHODOLOGIES

SAFe
Agile / Scrum
ITIL Foundation

KEY PROJECTS & ROLES

CITI VENTURE CAPITAL INTERNATIONAL CVCI | CORPORATE WEBSITE

- Requirements gathering with the client, onsite in London.
- UX design and UI design based on client's requirements and CVCI's corporate design. Iterative validation with the client.
- Development of a high fidelity click-thru prototype. Iterative validation with the client.
- Front-end development, collaboration with the development team.

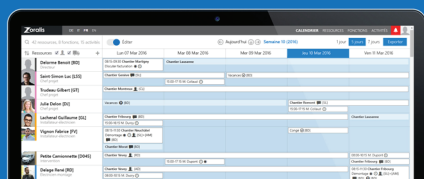### WIEN ENERGIE | TANKE | ANDROID MOBILE APP

- Requirements gathering with the client, onsite in Vienna.
- UX design and UI design based on client's requirements, Tanke's corporate design, and Android design principles. Iterative validation with the client.
- Delivery of UI elements to the development team and collaboration.

SWISSCOM | PEP-TOOL | WEB APPLICATION

- Requirements gathering with the client, onsite in Bern.
- UX design and UI design based on client's requirements and Swisscom's corporate design. Iterative validation with the client.
- Development of a high fidelity click-thru prototype. Iterative validation with the client.
- Front-end development, collaboration with the development team.

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KEY PROJECTS & ROLES

MYPLANNINGTOOL | WEB APPLICATION / SAAS

- Positioning, market/buyer requirements analysis, product presentation and interview
  of target market and potential customers.
- Branding
- UX/UI Design and technical specification.
- Front-end development, collaboration with the development team.

LARGE INTERNATIONAL ORGANISATION | WEBSITE | PROPOSAL

- Elaboration of a proposal for a large international organisation, based on a statement of
  work and a request for proposal: Corporate presentation and detailed description of the
  proposal including project phases, project planning, reporting procedures, project team
  presentation, effort estimate, pricing, terms and conditions.

ZORALIS | BRANDING / ART DIRECTION
Branding: Logo design, visual identity definition and guidelines.
- Website UX/UI design, front-end development, CMS integration, copywriting in FR|EN.
- Design of all screen material: Microsites, intranet, PPT, Prezi, advertising.
- Design of all print material: templates, presentations, brochures, advertising, proposals,
  signages, stationery.

TAKEO YOSHIDA

EXTRACT OF
REFERENCES

TAKEO YOSHIDA