

# MINORU UCHIDA

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## EDUCATION

**UNIVERSITY OF ILLINOIS AT  
URBANA-CHAMPAIGN**  
BFA in Industrial Design  
May 1998

## EXPERTISE

### LANGUAGE

Fluent in Japanese

### TECHNICAL EXPERTISE

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
QuarkXPress  
Macromedia Dreamweaver  
Microsoft Visio  
Microsoft Office  
HTML  
Cascading Style Sheets

## REFERENCES

### STEPHEN WALTER

Online Art Director  
Getty Images  
P 206 925 6914  
E stephen.walter@gettyimages.com

### MARK HINES

Senior Information Architect  
Orbitz.com  
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### RACHEL SWITZKY

Information Architect Director  
SBI Group  
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## WORK EXPERIENCE

### CREATIVE ASSETS, SEATTLE, WASHINGTON

#### Designer

January 2004 to April 2004

Led a redesign effort of the corporate Web site of the world's leading digital imagery provider. Developed a design solution that met the company's brand, addressed customer needs, solved usability challenges, to initiate the integration of the company's satellite sites. Other projects included: designing e-mail marketing campaigns, and production of graphics for the company's e-commerce site for the Japanese market.

### ORBITZ.COM, CHICAGO, ILLINOIS

#### Interaction Designer/Information Architect

March 2003 to December 2003

Provided design services to create an application used by internal Orbitz administrators and their vendors. This application was used to manage inventory, rates, markups, promotions, and reports for lodging products being sold on Orbitz.com. Tasks included: creating site maps, process flows, and paper-based wireframe prototypes, refining business requirements, setting functional specifications for interactive elements, and writing user-friendly error messages.

### SBI GROUP (FORMERLY LANTE CORPORATION), CHICAGO, ILLINOIS

#### Interaction Designer/Information Architect

April 2000 to April 2002

Designed user-friendly, Web-based systems for business users with complex needs. Examples of these systems include: a customized application used by insurance underwriters to create and track insurance policies, an e-marketplace that connected automotive retailers and helped manage their inventory, and a collaborative commerce application that managed a supply chain for OEMs, engineers, parts manufacturers in the electronics industry. Responsibilities included interaction design, information architecture, HTML and paper-based prototype development, requirements gathering, and usability testing.

### CONSUMERS DIGEST INC., SKOKIE, ILLINOIS

#### Graphic Designer - print

August 1998 to March 2000

Responsibilities included page layout, cover design, and pre-production tasks for two bimonthly magazines published by the company.

## PRODUCT DESIGN SKILLS

### INTERACTION DESIGN AND INFORMATION ARCHITECTURE

- Designing user interactions and interfaces with focus on usability for Web-based applications
- Defining information hierarchy and site structure for large, transaction-based systems
- Analyzing user tasks and profiles to determine needs in user context
- Creating interactive and paper-based prototypes
- Writing detailed functional specifications for dynamic, database-driven user interfaces
- Ability to collaborate in a large, team-based environment, and work with:
  - User researchers to conduct contextual research and usability testing
  - Business analysts to define and prioritize business requirements
  - Content writers to develop consistent language across a site, and create appropriate information flow throughout the system
  - Software developers to ensure integrity of front-end user interface design

### WEB DESIGN

- Designing and producing usable, accessible, and attractive graphical elements for the Web
- Creating Web graphics appropriate for the Japanese market

### PRINT DESIGN

- Designing layout for magazines/newsletters
- Creating attractive illustrations, charts, and other informational graphics