

# Taira Asakura

Product Designer & Project Lead. I guide complex projects from concept to launch, specializing in B2B e-commerce and mobile applications.

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## Experiences

### Product Designer · Silk Commerce

Sept 2024 - November 2025

- Directed the full lifecycle and launch of a B2B mobile app (iOS/Android), creating an AR tool that increased customer-sales communication by 20%
- Cut bounce rates by 30% by designing custom Shopify interfaces that streamlined complex multi-warehouse inventory logic
- Reduced cart abandonment by 25% by redesigning a high-volume industrial site on BigCommerce to align with B2B purchasing behaviors and prioritize product findability
- Facilitated discovery sessions and produced detailed technical documentation, including user stories, workflows, and acceptance criteria, while guiding multidisciplinary teams to deliver optimized e-commerce solutions aligned with business goals

### Product Designer · Icarus Development

June 2024 - Sept 2024

- Led the conception, planning, and prototyping of a calendar-sharing app aimed at improving user experience for efficient scheduling and collaboration
- Designed intuitive workflows and interfaces that streamline shared calendar management
- Converted finalized designs into functional code for both iOS and Android platforms

### Marketing & Online Strategist Intern · Lily Forbes

June 2023 - July 2024

- Increased engagement and online sales by 5% through designing a visually appealing and user-friendly e-commerce website
- Researched potential partners with similar customer base to expand its presence
- Increased followers on Instagram by 10% by actively capturing and uploading videos and photographs of the new season's launch

### Marketing Design Intern · The Foundation

June 2023 - Sept 2023

- Supported marketing efforts for clients, Kappa sportswear brand and Mori Leaf iced tea brand
- Increased Instagram engagement by 15% and sales by 8% for Kappa through a strategic content plan, collaborating with the marketing team, directing photo shoots, researching successful campaigns, and creating mood boards
- Solely designed concept soccer jerseys for each MLS team for potential partnerships
- Increased sales revenue by 3% by creating presentations for premium grocery stores like Erewhon and Sprouts

## Skills

**Figma**

**HTML, CSS**

**Shopify, Big Commerce**

**Web Design**

**Prototyping**

**Project Management**

## Education

**University of California, Davis**

Bachelor of Arts in Design

Technology Management Minor

## Selected Projects

### Site Optics

Designed the website focusing on SEO using Figma

### Design Challenge

Designed one mobile page once a day with a focus on user interface