



TOMOKA MATSUI

PRODUCT DESIGNER

EXPERIENCE

DIITALK COMMUNICATIONS INC.

SASKATOON & VANCOUVER, CANADA

Ad-supported free communication app built around internal currency and user reward model. **CORE TECHNOLOGY: VOIP**

Apr.2018-Aug.2019 UI/UX Designer

Sept.2016-Jul.2017 Marketing & Design Director

Sept.2015-Sept.2016 Marketing Coordinator

Directed all software design endeavours. Worked together with CMO to orchestrate targeted digital marketing strategies across numerous digital marketing avenues.

- Contributed to all UI design decisions. Created mockups and UX plans to communicate desired application flow and user interactions to engineers across multiple development teams. (iOS, Android, Front-end & Back-end)
- Instrumental in company rebranding to "Diitalk". Project included a UI/UX overhaul, branding revisions and a design overhaul, resulting in close to 2x more organic reach.
- Assisted Marketing Director in acquiring 2M+ users over a 4-month period, with a total advertisement spend of \$34K. Achieved a customer acquisition cost of approx. \$0.025CAD & more than 2500% user growth in 200+ countries, year-on-year.
- Managed company's social media pages. Built a Facebook following of more than 275,000 people within the same \$34K budget.
- Managed 20+ design projects with designers from around the world simultaneously.
- Attended ad-tech conferences and assisted management with app monetization strategy. Optimized internal ad instances to increase revenue.
- Conducted software testing, identified areas in-need of development. Managed projects using JIRA and coordinated with developers to make continuous improvements to the software.

6+ years of experience in a **product development** role focused on **UI,UX design & app marketing** at fast-paced tech startups.

I'm a quick-learning generalists who can master whatever challenges that are thrown at me. I enjoy solving complex problems when there are no obvious answers and figuring out how to make things work better by collaborating with people that are big thinkers. I am driven by curiosity, dissatisfaction, and a passion for making an impact in this world and make technology more delightful for everyone.

EDUCATION

- 2013** ● **YOKOHAMA NATIONAL UNIVERSITY**
- 2009** ● Yokohama, Japan
BCom, Majored in Innovation
- 2012** ● **JÖNKÖPING UNIVERSITY**
Jönköping, Sweden
- 2011** ● Study Abroad Program, Majored in Entrepreneurship



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EXPERIENCE CONTINUES

DREW'S CATERING & EVENTS VANCOUVER, CANADA

Jul.2017-Apr.2018 **Director of Business Strategy**

Identified an opportunity to assist a struggling brick and mortar company by implementing best-practice software-designed management systems. Reconfigured company logistics and sales strategy; introduced structured processes to business and implemented proof of delivery application system.

- Increased total revenue by 41%
- Increased profits by 22% (year on year)
- Decreased labour costs by 11%
- Increased email marketing effectiveness to over 33%-10% higher than the industry average.
- Managed CRM tools and increased inbound inquiry conversion rate from 15% to over 60%.

AITIA' CORPORATION TOKYO, JAPAN

Tokyo based startup that developed the world's first AR motion camera app. Worked on an ad-supported freemium AR photography app with social features.

CORE TECHNOLOGY: AUGMENTED REALITY

Nov.2012-Jun.2015 **Marketing Assistant**

Aug.2012-Nov.2012 **Marketing Intern**

- Ranked no.1 Photography app in both Free & Top Grossing categories in Taiwan, HongKong, Macao. And no.1 Top Grossing Photography app in Thailand & Singapore.
- Successfully attracted over 107,000 unique followers on Facebook with a weekly growth rate of more than 15% with no marketing budget.
- Assisted in the promotion and launch of an AR camera app. Managed & assisted in all aspects of business associated with the application including but not limited to: marketing, promotion, in-app contents design, and partner communication.

SKILLS

UI/UX Design

User Research

Visual Design

Rapid Prototyping

Business Development

User Acquisition & Monetization Strategy

Digital Marketing

SEO & ASO

Campaign + Branding

Art Direction

INTERESTS

Learning coding - currently learning iOS programming language, Swift.

Photography/Instagram - worked with brands on a multitude of sponsored photographs as a Social Media Influencer.

Travelling - Meeting new people, seeing new places, and exploring cultures.

CONTACT



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