

Hide Obara

Experience

BenchPrep

- **Creative Director/Senior Product Designer**
December 2020 — Present / Chicago
 - Lead the product design process on various in-house and consumer facing products in an agile startup environment.
 - Spearheaded the growth of the design team, established strategies, processes and practices to guide design.
 - Collaborated and interacted closely with product, engineering, marketing, sales, Professional Service team and leadership to align goals and create rich and intuitive products for users.
 - Conducted user testing to find problematic aspects of an application and how to solve them.
 - Developed end-to-end solutions through iteration, user research, ideation, and various other design tactics.
 - Created design system and pattern libraries to increase productivity and ensure brand consistency across products and organization as a whole.
 - Shared knowledge, mentored and trained fellow designers and developers across organization on design processes and practices.
- **Design Manager/Senior Product Designer**
February 2020 — November 2020
- **Senior Product Designer**
October 2017 — January 2020
- **UI/UX Designer**
January 2014 — September 2017
- **Graphic Designer (Intern)**
June 2011 — December 2013

Contact

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Education

International Academy of Design and Technology Chicago

Bachelor of Fine Arts
Specialization - Graphic Design
December 2012

Tsukuba University, School of Art and Design

Bachelor of Art and Design
Specialization - Architectural Design
March 2007

Skills

UI/UX Design

Usability Testing, Visual Design, Interaction Design, Persona Creation, Storyboarding, Whiteboarding, Journey Mapping, Information Architecture, Wire-framing, Rapid Prototyping, Interface Design, User Flows

Tools

Figma, Adobe Suite (XD, Photoshop, Illustrator, InDesign, Bridge) MIRO, Google Analytics, Hotjar.

Languages

Fluent (Reading, Speaking, Writing) in Spanish, Japanese, and English.