

ERIKA NOMA

Portfolio: erikanoma.com

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EXPERIENCE

NYU Libraries, Data Services

User Experience Lead

June 2022 - December 2023 | New York, NY

As the sole UX designer/researcher for a web app, I conducted quantitative and qualitative research, developed design systems, and crafted the user experience from scratch. My role involved conducting surveys, in-depth interviews, user testing, prototyping, and interface design. I lead the end-to-end product design process, guiding the project from conceptualization to implementation.

Twitter, Inc.

Account Manager

April 2019 - July 2021 | Tokyo, Japan

Consulted on Twitter ads for digital advertising agencies by establishing client executive relationships, advocating for clients internally, coordinating across teams, and actively managing accounts through performance analysis and campaign optimization. I also researched and designed a website for agency partners, creating a centralized platform for community building, information exchange, and reducing internal cost by addressing client queries effectively.

User Researcher

January 2019 - March 2019 | Tokyo, Japan

Conducted qualitative user research for new features aimed at preventing abuse and personalizing user experiences on Twitter. I also conducted generative research to understand motivations behind negative interactions, advocating for improved public conversations on Twitter.

Mercari, Inc.

UX Researcher

May 2018 - July 2018 | Tokyo, Japan

Led user experience efforts at a startup sector in Mercari to create a new communication app. My responsibilities included discovering user needs through quantitative research and surveys, conducting qualitative in-depth interviews, user testing, mapping user journeys, and prototyping.

UX Researcher

June 2017 - November 2017 | Tokyo, Japan

Conducted qualitative and quantitative research to develop a new mobile app, Mercari Maisonz, a C2C resale marketplace for luxury goods. Post-launch, I targeted sellers by conducting surveys, user testings, and in-depth interviews, and translating research findings into insights that helped increase the selling rate by 20%.

EDUCATION

New York University

M.S, Integrated Design & Media

Tandon School of Engineering
Human-Computer Interaction
September 2021 - May 2023

Carleton College

Computer Science, Non-degree

September 2016 - June 2017

Waseda University

B.A International Liberal Studies

April 2015 - September 2019

SKILLS

Design research

Design Thinking and Strategy, Qualitative & Quantitative User Research, Wireframing, Prototyping, Survey Design, UX Design, UI Design, User Testing, Interaction Design, Service Design, Visual Design, Creative Thinking, UX Writing, Visual Communication, Graphic Design, Illustration, Front-end Development, AR Design, Creative Coding, Digital Marketing, Film Editing

Development

Python, Java, JavaScript, HTML/CSS, SQL, P5.js, Arduino

Languages

English(*native*), Japanese(*native*)

TOOLS

Figma, Adobe Creative Suite: Illustrator, Photoshop, InDesign, Qualtrics, Axure, UserZoom, Sketch, Keynote, Spark AR, Lens Studio, Unreal Engine, Blender, Final Cut Pro