

# KARIE YOSHIOKA

USER EXPERIENCE DESIGN

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UX Design Director who examines consumer touchpoints from a holistic view to improve the design of a user's digital experience. Passion for helping people have better experiences so they can feel empowered, inspired, intelligent and successful -- which in turn creates loyal customers.

## EXPERIENCE:

### Director UXD, STARZ Entertainment // June 2015 – Present

- Lead UX for the STARZ App for OTT & MVPD Subscribers and Pantaya App
- Launched International Product, STARZPLAY, in Germany, France, Mexico and the UK
- Implemented design systems and patterns across all platforms to ensure Brand and User Experience consistency while maintaining native device conventions
- Conduct user tests, surveys and evaluate production analytics to drive design decisions
- Manage a team of UX designers, UI designers and UX researchers across multiple devices including responsive Web iOS, Android Mobile, tvOS, Roku, Xbox One, Fire TV and Samsung
- Strategically collaborate with Executives, Product Owners, Legal, Brand, Marketing, Back-End Services, Analytics and Front-end Dev
- Collaborate with Project Management to design, manage and drive the design process
- Responsible for delivering Executive UX decks, UX Research for Product team and highly detailed UX Requirements for dev

### Senior Manager UXD, Charter Communications // February 2013 – June 2015

- UXD lead on various mobile and immobile devices
- Manage team of UI and UX designers for a responsive cloud-based TV UI
- Establish initial UI/UX best practices to ensure cross platform consistency
- Work collaboratively with Product owners, Product BAs, Feature owners, Copywriters and Front-end Dev to create and deliver high quality designs and UX across multiple platforms
- Collaborate with Executive team on design strategy for new feature implementations
- Led initial redesign for Spectrum customer portal website
- Work in an Agile development environment which allows for an iterative approach to design
- Collaborate with in-house resources and contractors for: prototyping, research/usability testing, video editing, front-end dev and UI design

### Senior Interactive Art Director, Malenke | Barnhart // July 2007 - February 2013

- Conceptualized and designed desirable and adaptable digital UI experiences for multiple screen sizes
- Hands on Senior AD, carried project from design concept to development hand-off
- Led branding segment of UX collaborative workshops with clients
- Collaborated and strategized with Content and Account Managers, Front-end Developers and Creative Director to create a positive online customer experience
- Worked with traffic/account to estimate design project hours for creative team
- Created a Collaboration Model to strategize and implement a more streamlined full project process

### Interactive Designer, Malenke | Barnhart // September 2003 – June 2007

- Produce visual design solutions to create effective online brand experiences
- Deliver projects on time and within budget for industry leading companies
- Design various microsites, e-marketing campaigns, buy flows and web apps
- Participated in Qwest.com redesign, which resulted in a 500% increase in online orders

## AWARDS & ASSOCIATIONS:

Television Academy – Emmy Awards Voting Member  
Web Marketing Association Web Award  
ADDY Award – American Advertising Federation  
CPE Generation of Customer UI – 8/2015 Patent Pending

## EDUCATION:

University of California, Irvine // B.A  
University of Northern Colorado // M.A.