Kai Takahashi

kai.takahashi@gmail.com 203-915-6428
San Francisco, CA

EXPERIENCE

Zume, Inc.
SAN FRANCISCO & MOUNTAIN VIEW, CA

Product Designer III / Lead Designer APRIL 2019 – APRIL 2020

· Lead product design & creative strategy for Zume's first SaaS offering, Flow
· Establish & lead first atomic design system, and lead design for Console (suite of web tools to manage mobile kitchen operations)
· Design mobile kitchen workflow web app: research, prototyping, delivery

Product Designer II MARCH 2017 – MARCH 2019

· Started as sole designer, helped hire & onboard 15 designers
· Designed delivery driver iOS & Android app: research, prototyping, delivery
· Redesigned Zume Pizza ecommerce site, iOS & Android apps
· Internal admin apps (order dispatch, menu configuration, kitchen display)
· 2 rebrands (web/apps, logo design, typography), food photography

Kaideas (Freelance & Consulting)
2009 – PRESENT

· Brand & product design for clients including Yale Carbon Containment Lab; The Players' Tribune; Earnest Inc.; Office of the Yale University Printer; Yale Investments Office; SME, Inc.; Brandiose; California Summer Music

Digital Surgeons
NEW HAVEN, CT

Freelance Designer, Design Intern AUGUST 2016 – FEBRUARY 2017

· Designed UI, branding, & graphics with CEO, Creative Director, developers
· Clients included CamelBak, Carnegie Mellon, Freshpet, & NuGo Nutrition

EDUCATION

Yale University
NEW HAVEN, CT

Bachelor of Arts, Art Major (Graphic Design concentration) 2012 – 2016

· GPA 3.87/4.0; graduated *cum laude* with distinction in the major
· Senior thesis: Punctumotion, *innovative motion-based punctuation system*
· As Intramural Director, led Berkeley College to 1st championship in 56 years

School of Visual Arts
NEW YORK, NY

Type Design Summer Residency SUMMER 2014

· Designed typeface Kettle Kern with Tobias Frere-Jones, Jessica Hische

Other education

· Business Essentials for Designers (Designer Fund Workshop), Fall 2019
· **Conferences:** Figma Config '20; Clarity Conference '19; Rethink Design Systems, '18–'19; Brand New Conference, '19; UI23 (Jared Spool's UIE) '18
· **Choate Rosemary Hall (HS):** GPA 3.8/4.0; SAT 2350/2400; Dean's List

LINKS

PORTFOLIO
kaitakahashi.com

LINKEDIN
linkedin.com/in/kaideas

SKILLS

UI/UX
Design Systems
Web, iOS, Android Design
User Research
Prototyping & User Testing
UX Writing & Copywriting
Brand/Identity
Iconography
Figma, Sketch, InVision
Adobe Creative Cloud
HTML/CSS/Javascript
Spanish

AWARDS

Best Overall (team lead),
1st Zume Hackathon

First Prize,
How Low Can Your Logo

Yale Lohmann Prize,
excellence in undergrad. design, honorable mention

Yale Robert Lewis Award,
demonstrating ideals of intramural competition

Berkeley College
Mead Cup, *contributing most in leadership & service*

Berkeley College
Athletic Prize

ACTIVITIES

Manager for Zume sports
(softball, soccer, dodgeball)

Conference room naming

Cello & chamber music