# Koichi Enomoto

UI / UX / Digital / Product Design  |  917 371 5137  |  ekoichi@gmail.com  |  Portfolio: kenomine.io

## PROFILE

I'm a senior product designer and consultant with 10+ years of experience working with agencies and big-name companies in the S&P 500. I use a mix of creativity, strategy, and data to design accessible, user-friendly products that actually make sense for both users and businesses.

I've led projects big and small, and I'm just as comfortable jumping into fast-paced sprints as I am steering longer-term initiatives. I work well in Agile teams, love collaborating, and always bring a detail-focused, thoughtful approach.

## SKILLS & KNOWLEDGE

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|---|---|---|---|
| UX Research & Strategy | WCAG | Information Architecture | Agile / Jira |
| Atomic Design System | iOS / Material / Web | Adobe CC / Figma | Prototyping |

## EXPERIENCE

**Senior UX Designer (Contract)**                                        Feb 2025 – Present

Discover Financial Services (Remote)

- Led end-to-end UX design for balance transfer status tracking across native app and web platforms, simplifying complex transactional flows to enhance clarity and reduce user uncertainty.
- Worked closely with engineering, product, and content partners to address technical edge cases and payment behaviors, ensuring consistent and reliable post-enrollment customer experiences.
- Defined clear, time-sensitive interaction patterns with wireframes, Lo-fi and Hi-fi prototypes, and messaging strategies for balance transfer actions, improving user comprehension and confidence throughout the transfer process.

Tools & Processes:  Figma, FigJam, DFS Design System, Presentation, WCAG, Agile, UX Writing

**Senior UX Designer (Contract)**                                        Aug 2023 – Jan 2025

Fidelity Investments (Hybrid - New Port, NJ)

- Designed cash spending and investment experiences for the Fidelity Youth App, supporting teen investors and their parents. Helped drive adoption through intuitive mobile-first interactions and accessible visual patterns.
- Design System Contribution: contributed to Fidelity's design system component library, improving consistency across youth-focused features and streamlining design-dev handoffs.
- Research & Usability: Partnered with product and research teams to conduct usability testing and gather feedback, refining flows and strengthening the app's 4.8+ App Store rating.

Tools & Processes:  Figma, FigJam, Agile, Accessibility Standards, Design Systems

**Senior UI/UX Designer (Contract)**                                        Mar 2022 – Sep 2022

Warner Music Group (Remote)

- Led UX design for the Artist Manager Platform across native app and web, driving successful launches that boosted engagement and platform traffic for artists and their management teams.
- Strategic Design Roadmap: owned future-facing design initiatives and rollout planning, collaborating with stakeholders, data analysts, and engineers to align product vision with evolving user needs.
- User Research & Testing: conducted usability testing and qualitative interviews with regional artist managers globally, uncovering insights that directly informed design improvements and feature prioritization.

Tools & Processes:  Figma, FigJam, Agile, User Research, Usability Testing, Presentation, Workshops

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**Senior Product Designer**                                                    Oct. 2021 – Mar. 2022

**Zelle/EWS** (Remote)
- Lead designer for the Zelle App small business product initiative
- Collaborating with UX design leads from 7 major banks in the U.S.
- Mentoring junior designers managing design system component library and the documentation

**Senior Product Designer (contract)**                                         Apr. 2021 – Sep.2021

**Venmo/PayPal** New York, NY
- Leading design for Venmo's self-service dispute hub, including a chatbot concept, resulting in a significant reduction in dispute calls

**Associate Creative Director (contract)**                                     Feb. 2021 – Apr.2021

**Citibank** New York, NY
- Leading North Star design, user testing, and delivery for Citibank's Wealth/Investment native app, securing internal stakeholder buy-ins and development funding

**UI/UX Consultant (contract)**                                                Sep. 2020 –  Jan.2021

**PayPal** San Jose, CA (Remote)
- Leading UI/UX for reimagining & redesigning PayPal's Privacy Policy Hub Site

**Senior Product Designer (contract)**                                         Sep. 2019 –  Aug. 2020

**Synchrony Bank** New York, NY
- Senior product designer for redesigning their high profile payment platform, SYPI app. (User testings via UserZoom, User journey wireframe, Hi-fi prototypes)
  **Amazon Store Card app** iOS: https://apple.co/3dUj7Gz Android: https://bit.ly/AmznStoreCard
- Leading successful redesign of Synchrony Bank's high-profile store card payment platform, SYPI resulting in positive customer feedback and increased engagement

**Senior UI/UX Designer (contract)**                                           Feb. 2019 –  Jul. 2019

**Refinitiv** London, UK
- Key role in launching the developer community site, collaborating with stakeholders, implementing responsive design on an existing CSM-driven platform, and introducing a new mobile web channel for increased developer engagement and traffic

**Product Designer (contract)**                                                Feb. 2018 –  Jun. 2018

**Thomas Cook Airlines** London, UK
- Developing & managing the design system for iOS & Android,  Lo-fi & Hi-fi Prototype creation
- Collaborating with UX designers for usability testing and analysis on Hi-fi prototypes
- Liaising with the app product owners, business analysts, off-shore developers and wider UX team

**Product Designer (contract)**                                Jul. 2017 –  Jan. 2018  &  Jul. 2018 – Feb.2019

**Eurostar** London, UK
- Contributing to the redesigned navigation IA & UI significantly reduced customer calls and operational costs
- Leading UI/UX for the new Eurostar iOS app, driving a 50% revenue increase from the previous version

**UI/UX Designer (contract)**                                                  Jan. 2014 –  Mar. 2017

**British Airways** London, UK
- UX for the award-winning app for **BA**. iOS: http://apple.co/1uWF5dU  Android: http://bit.ly/1nF2jod
- UI/UX lead for BA's award-winning app, achieving outstanding results: 145% conversion boost

## EDUCATION

**MA Interactive Media, London College of Communication** London, UK                    Sep. 2012