



Brye Kobayashi

Visual & UX Designer

bryeko.com →

brye.kun@gmail.com

808.937.7040

Awards

AAF Pele Awards 2017

↪ Best in Show - Student

↗ Manoa Now app UX/UI

Skills

- ✓ Visual Design
- ✓ User-Centered Design
- ✓ Prototyping
- ✓ Design systems
- ✓ Wireframing
- ✓ User research
- ✓ Usability testing
- ✓ Accessibility

Tools

- ✓ Figma
- ✓ Adobe Illustrator
- ✓ Adobe Indesign
- ✓ Adobe Photoshop
- ✓ Adobe XD
- ✓ Sketch

Education

Google UX Design Certificate, Coursera

2023

BFA Graphic Design, University of Hawaii

2017

Work

Graphic Designer, Freelance

2017 – NOW

- ↪ Boosted brand engagement with consistent design solutions.
- ↪ Established cross-platform design systems.
- ↪ Delivered assets for print, digital, and multimedia.

Design Editor, Ka Leo Newspaper

2015 – 2017

- ↪ Led UX for Manoa Now app; user engagement up by 45%.
- ↪ Collaborated on diverse, engaging editorial content.
- ↪ Maintained high design standards, ensuring consistent quality across print and digital publications.

Assoc. Store Director, J.Crew

2021 – 2023

- ↪ Collaborated with the digital team to optimize mobile POS interfaces.
- ↪ Led visual strategies; achieved 15% sales and 50% conversion growth.
- ↪ Innovated in-store user experiences for better customer flow.

Store Manager, Abercrombie & Fitch

2017 – 2021

- ↪ Beta-tested mobile platform; directed UX enhancements pre-launch.
- ↪ Managed 60+ team; achieved 14% YoY revenue growth.
- ↪ Used sales data for strategy refinement and better in-store UX.