



Akotoh Asobo

therumor.co

Bridgeport, Connecticut

+1 347 667 8394

akotoh@therumor.co

Education

SHINTARO AKATSU
SCHOOL OF DESIGN

Bridgeport, CT

Bachelors of Fine Arts
Graphic Design

2011 – 2015

Skills

AGILE | SCRUM

BRAND & IDENTITY

HTML & CSS

PRODUCT STRATEGY

WEB ACCESIBILITY

DESIGN SYSTEMS

INTERACTION DESIGN

UI | UX DESIGN

PROTOTYPING

VISUAL DESIGN

WIREFRAMING

ADOBE CREATIVE SUITE

FIGMA

MICROSOFT OFFICE

Experience

FOUNDER *The Rumor Company*

GREATER NEW YORK METROPOLITAN AREA | MAY 2013 – PRESENT

- Launched creative services company that offers design requests for a flat monthly fee.
- Established a client-centric approach, focused on customer satisfaction through personalized collaboration and swift delivery processes.
- Serving various small businesses and initiatives, expanding service reach and diversifying the client portfolio.

PRODUCT DESIGNER *LunarLab Benefit*

MONTGOMERY, AL | NOVEMBER 2022 – PRESENT

- Collaborated with product teams to identify design problems and devise elegant solutions, making significant contributions to the product strategy and roadmap.
- Created detailed reports and presentations to communicate audit findings and workshop outcomes to clients, providing clear, actionable insights and recommendations.
- Facilitated discovery workshops with stakeholders to align project goals with user-centric design principles, establishing a strong foundation for development.

SENIOR PRODUCT DESIGNER *Flipboard*

PALO ALTO, CA | JULY 2022 – OCTOBER 2022

- Initiated and facilitated product workshops for cross-disciplinary teams, fostering innovation and aligning product development efforts with strategic business goals.
- Contributed to the design system to incorporate inclusive design principles, significantly improving accessibility for users with disabilities.
- Conducted in-depth user research and analysis to understand the needs and behaviors of their diverse user base, developing engaging and relevant social functionalities

PRODUCT DESIGNER *Camber Creative*

ORLANDO, FL | NOVEMBER 2021 – MAY 2022

- Contributed to strategic planning, visual design and ensured that design solutions aligned with the overall product vision for multiple clients.

PRODUCT DESIGNER *Sweet.io*

NEW YORK, NY | JULY 2017 – APRIL 2019

- Improved user engagement by over 75% within a year by implementing design solutions that effectively met user needs and preferences.

VISUAL DESIGNER *Combustion Group*

FAIRFIELD, NJ | JULY 2016 – JUNE 2017

- Collaborated design and engineering teams on the designs of various website and mobile application projects.

