

Brian Kobashikawa

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WORK EXPERIENCE

Principal Designer, Yahoo! Inc. 3/01 - present

- Lead user experience designer for a new Messenger client in development, in both interaction and visual designer roles.
- Interaction/visual designer and front-end developer for the Yahoo! Messenger website (2004-2006).
- Lead visual designer for Yahoo! Messenger 7.0 and 7.5. Authored UI specifications for numerous features, including inline marketing, contact cards, and spam protection.
- Created prototypes for supporting features for Yahoo! Messenger (ranging in fidelity from paper-based to robust Konfabulator-based widgets.)
- Created visual standards and iconography for client applications within the Yahoo! network (with Yahoo! Messenger as its foundation.)
- Sole visual designer for Yahoo! Messenger 6.0 and Yahoo! Mail's 2002 redesign, both of which received the CNET Editor's Choice awards for July 2004 and July 2002, respectively. Shortly following the redesign, Yahoo! Mail passed Hotmail to become the #1 webmail provider.
- Visual designer for numerous other properties (including Yahoo! Personals, Yahoo! Greetings, and Yahoo! Photos) and non-product-related initiatives.

Senior Designer, Spongelab.com 5/00 - 12/00

- Developed and took design lead on several Flash-based artist features for this art-oriented online education site. Built numerous facets of the main website. Served as creative director pro tempore. (Company ceased operations in 12/2000)

Senior Designer, Digital Entertainment Network 8/99 - 4/00

- Built and maintained the front-end of several portions of the website and its collateral, including interface designs, Flash deliverables, custom typefaces, logos, and presentations. (Company ceased operations in 5/2000)

Intern/Production Artist, iXL 7/98 - 4/99

- Production art and design for numerous web and presentation projects - clients included Polygram Television, Universal Studios Hollywood, McKesson, Adlink, Frito-Lay, Guess?, etc.

EDUCATION

University of California, Los Angeles

- BA in Design at the School of Arts and Architecture. Summa Cum Laude; GPA 3.93

AWARDS

Yahoo! "Super Star" Award

- Annual company-wide honor. Awarded to 13 individuals (out of 6,000+) in 2004.
- Currently the only individual from the User Experience & Design group to have received this award.
- SVP Jim Brock: "Visual design is vital to the way in which consumers interact more deeply with our products and services. Brian Kobashikawa is being awarded a Super Star award for his exceptional design work on [Communications & Consumer Services] products, specifically for his phenomenal work on Yahoo! Messenger. Brian brings a new level of thoughtfulness to the way in which we apply visual design to products, and his achievements are invaluable to our group."

Patents

- "Apparatus, system and method for use in generating and maintaining an electronic address book." (Application #20040186848. September 23, 2004.) Primary inventor.
- "User Interface for Integrating Diverse Methods of Electronic Communication." (Application #20070116195. May 24, 2007.)

SOFTWARE

Photoshop, Illustrator, InDesign, Quark XPress, Fontographer; Flash, Director, Premiere;
HTML/DHTML/CSS, XML, Actionscript 1.0/2.0, Javascript, Java (familiar), PHP (intermediate)

References available upon request.