



IAN AIKYO TOYOZUMI

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Summary

Dynamic and visionary Experience Design Director with over 15 of progressive experience leading, designing and driving innovative solutions. Adept at translating strategic objectives into compelling user experiences, I excel in blending creativity with strategic thinking to deliver impactful, human-centered results. Skilled in all facets of design, from user research and prototyping to visual design and user testing. Proven track record of collaborating cross-functionally to align design initiatives with business goals and enhance user satisfaction. Seeking to bring my passionate leadership and top-notch design expertise to a forward-thinking organization committed to pushing the boundaries of human-centric design.

Experience

Best Buy | Richfield, MN | January 2020 - March 2024
Sr Manager, Experience Design

Experience leader overseeing the Omni-Channel and Fulfillment, Supply Chain and Reverse Supply Chain Experience Design team, responsible for orchestrating customer and employee fulfillment journeys and post-purchase experiences across 23 product teams. Directed a team of skilled experience and service designers, fostering collaboration with product leaders, engineering, and enterprise executives to deliver seamless, human-centered solutions.

HealthPartners | Bloomington, MN | February 2016 - November 2019
Digital Creative Manager

Directed and managed a high-performing design team within the Brand and Creative department, driving strategic discussions to elevate HealthPartners' marketing efforts for growth and brand strategy. Spearheaded branding initiatives for Public Web domains, overseeing the development of mobile application and authenticated experiences across both web and mobile platforms.

Ciceron | Minneapolis, MN | February, 2015 - August, 2016
Digital Art Director

Award winning Digital Art Director at a digital marketing agency, adept at leading teams and crafting engaging digital experiences. Orchestrated creative discussions and provided strategic direction for projects internally and with esteemed clients, including Children's Hospital and Clinics of Minnesota, Home Depot, and Vonage.

Polaris Industries | Plymouth, MN | August, 2014 - February, 2015
Sr. User Experience Designer

Led the user experience for multiple Polaris websites, contributing to a cohesive and visually engaging online presence. Spearheaded the creation and curation of design patterns for a comprehensive UI design library, enhancing efficiency and consistency for UI designers. Notable contributions to key brands such as Polaris snowmobiles and Indian Motorcycles.

McCann Worldgroup | Minneapolis, MN | September, 2010 - June 2014
Graphic Designer

Crafted innovative digital experiences and impactful campaigns in collaboration with creative directors and marketing managers, ensuring alignment with brand standards and objectives. Delivered exceptional results for renowned clients such as Betty Crocker, Pillsbury, Live Better America, Yoplait, Old El Paso, and Cheerios.

Education

University of Wisconsin – Stevens Point

Skills

Strategic Planning

Leadership

Product Design

Service Design

Research

Creative Direction

AGILE Methodology

Creative Mentor

Human Centered Design