

# Hi. I'm Gordon Tsuji...

...a multi-disciplinary designer, systems thinker, and problem solver with over 20 years experience creating brands and applications for companies large and small.

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## Experience

### Intuit — Group Design Manager

SEP 2015 – SEP 2024

At Intuit, I led the design team for Identity & Customer Data Cloud inside our Platform Acceleration Group. As such, I was responsible for the Accounts & Profile, User Management & Authorization, Privacy & Consent, One Intuit Account Manager and our Verified Identity Network. Previous to my role in Identity, I also led the design for the Intuit rebrand in 2016 and the Open Platform efforts for TurboTax in 2017.

### UC Berkeley — Design Lead

MAR 2014 – JAN 2015

In the University Relations Department at UC Berkeley, my duties were to dictate the new style and tone for both print and web for advancement purposes. Additionally, I also implemented new responsive frameworks in all designs, as well as streamlining the web design process. Roughly 20% of my time was spent Art Directing.

### The War on Mars — Creative Director/Owner

OCT 2010 – SEP 2017

The War on Mars is a multi-disciplinary design firm specializing in brand development, print, web, mobile and package design. My overall responsibilities were client relations, administrative duties, project management both internally and externally and creative directing all design for all projects.

## Education

### CSU Sacramento BS in Graphic Design

2002

## Skills

Highly skilled in defining and driving complex design initiatives to deliver impact for partners and stakeholders.

- Product Design
- Visual Design
- Interaction Design
- Design Systems
- Design Operations
- Mobile App Design
- Usability
- Information Architecture
- Prototyping
- Designer training & mentorship
- Front-end programming
- Brand & Logo Design
- Print & Collateral Design