

Sakura Ume

sakurau.me
sakurakoart@gmail.com

Experience

Independent – Freelance Designer

Jan 2021 to Current

Designed fully responsive website for local businesses. Launched a mobile service to split bills. Oversaw brand identity and product strategy.

Google – Product Marketing Manager

Mar 2013 to Current

Led growth marketing for Google Search app with paid ads and owned media. Launched 10+ new features and brand campaigns for Google Images for rebranding.

Gotemba City, Japan – 28th Ambassador

Jan 2021 TO CURRENT

Contributed to Mt.Fuji winning UNESCO World Heritage status by presenting in local festivals and encouraging climbers to clean up.

Education

Hitotsubashi University

Class of 2013

B.A. Marketing

University of California, San Diego

Exchange study

Cognitive Science and Economics

Skills

End-to-end Product Design	Figma
UX/UI Design	Illustrator
Visual Design	HTML/CSS
User Research & Testing	Google Analytics
Interaction Design	SQL
Storyboarding	Japanese & English
Wireframing	
Prototyping	
Growth Strategy	