



Work Experience

Theater English - UX & Web Designer, 2021-Present

- Worked with the client to develop a responsive company end-to-end and full branding portfolio
- Communicated design choices and direction effectively with stakeholders
- Developed a full design system in Figma and logo using Adobe Illustrator
- Designed sketches, wireframes, and prototyping using the agile development framework

darts - Product Owner & UX Designer, 2021-Present

- Initiated a project that helps users learn to draw within an encouraging and motivational framework
- Conducted initial research to understand the motivations of the target user group, uncovering user needs and pain points, and utilizing empathy and affinity maps to consolidate data
- Delivered a user flow for a web-based dashboard using Figma through sketching, wireframing, prototyping and mockups
- Conducted further user experience research with a focus group to iterate on early design concepts, with a 100% completion success rate
- Managed the project using the agile development framework to assure efficiency and quality delivery in 6 weeks

Berlitz Japan - Learning Experience Designer, 2019-2022 (Tokyo, Japan)

- Developed rapid learning solutions to take in-person English courses online, resulting in raised student retention during the pandemic
- Designed multiple custom curriculum, both eLearning and in the classroom, in response to the needs of all stakeholders for English courses and special holiday events
- Customized each lesson's content and flow to individual student's unique specifications and situation, resulting in an exceptional customer satisfaction score of over 90%, compared to the national average of 74%
- Initiated and developed a digital workflow to improve customer satisfaction, balancing the needs of multiple stakeholders and an international and bilingual team

MyGym Japan - Instructional & Graphic Designer, 2015-2018 (Tokyo, Japan)

- Directed the re-development of the Arts & Crafts program, based on user testing and child development research, resulting in a student sign up increase of 200%
- Designed digital and print promotional materials for sales campaigns and special events and increasing event sign ups significantly
- Incorporated the needs of a diverse customer base, including bilingual posters in English and Japanese

AEON Seibu - Curriculum Developer, 2014-2015 (Izumo, Japan)

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Education

University of Oregon - Bachelors of Art, 2010-2014 (Eugene, OR USA)

- BA in Psychology, double minor in Art and Japanese
- Teaching assistant for advanced Psychology courses

Skills & Tools

- Adobe Creative Suite (Photoshop, Illustrator), Figma, Procreate, Microsoft Office Suite, Notion, Slack, HTML/CSS
- User Experience Design, User Research, Prototyping, Wireframing, Design Systems, Agile Framework, Presentation, Web & Application Product Design
- eLearning, Curriculum Development, Flexible Learning Methods, Curriculum Customization, Professional Training
- Learning New Skills Quickly, Excellent Communicator, Experience in Bilingual and International Teams, Designing for a Diverse Audience, Developing Products for Children and Adults
- English - Native Speaker
- Japanese - Conversational 日本語能力は初級レベル