

Lena Shichijo

UX Designer | [Portfolio](#) | [LinkedIn](#)

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UX Designer with a track record of delivering company-wide impact, demonstrated through a decade of management experience in hospitality and agriculture. Thoughtful communicator skilled in interacting with users, identifying pain points, and collaborating effectively.

EXPERIENCE

UX Intern, [R360](#) | May 2023

- Conducted 3 research sprints to analyze web traffic metrics and identify data insights most relevant to R360's department heads, managing partners, and C-level executives
- Presented research findings to the COO, CMO, and a managing partner which resulted in use of local engagement metrics to test new markets for membership
- Gained foundational knowledge of Heap and Google Analytics 4 to track quantitative data for R360's public facing website and establish recurring reports submitted to managing partners

UX Research Lead, [Eat Unbound](#) | Apr 2023

- Led research to design a restaurant-facing web application for a startup that provides menus for people with dietary restrictions
- Collaborated with UX Lead to write user interview questions and conduct 7 interviews, which revealed the target audience preferred desktop platforms over mobile
- Conducted 3 usability tests, updated prototype to align with user insights, and delivered a client presentation to explain design iterations

JBG Organic | May 2014–July 2021

- **Wholesale Packing Manager** | May 2015–July 2021
- Early position: Packing Shed Crew Member | May 2014–May 2015
- **Initiated sales and shortage reports** to proactively communicate harvest trends to customers and sales managers, plus annual sales reports to analyze changes within departments
- **Established system for tracking patterns in sales** to anticipate demand, ensure sufficient inventory for customers, and schedule required labor
- **Coordinated with other departments** and sales managers to maximize orders
- **Conducted interviews** and created training schedule for new hires

Sprinkles Cupcakes | July 2009–Nov 2013

- **General Manager** | Mar 2012–Nov 2013
- Early positions: Assistant Manager | Mar 2011–Mar 2012, Shift Supervisor | Jan 2010–Mar 2011, Cupcake Associate | July 2009–Jan 2010
- **Initiated concepts adapted company wide**, such as enhancing outreach by coordinating marketing drops with existing hotel deliveries and providing instruction cards for mini cupcakes

- **Implemented systems to maintain accountability**, such as cash drawer discrepancy tracking and cross-referencing customer complaints to prevent repeated fraud

CONCEPT PROJECTS

UX Designer, [Food Not Bombs Redesign](#)

- Collaborated in a cross-functional hackathon team of 3 software engineers and 4 UX designers
- Designed and deployed a redesign of the Food Not Bombs central hub website with a development team 40% smaller than all other hackathon competitors
- Served as the main liaison to engineering, implemented local styles, and created the style guide
- Usability testing of prototype tasks revealed a 60% increase in easiness and 31% increase in direct successes

UX Designer, DogGo

- Collaborated in a cross-functional team of 5 software engineers and 5 UX designers
- Deployed a dog walking app with personalized notifications that sync with local weather
- Originated as a hackathon project that won Crowd Favorite and resulted in an industry judge reaching out to mentor further development of the app

UX Researcher + Designer, [Kinder Haus Toys Redesign](#)

- Redesigned a toy store's desktop website to simplify navigation and implement online ordering
- Identified opportunities and pain points in existing website through competitive analysis, heuristic analysis, and 5 usability tests
- Conducted card sorts (9 open, 2 closed) to determine information architecture for the redesign
- Created a high-fidelity Figma prototype using variables, conditions, and expressions to automatically calculate and update shopping cart totals

SKILLS

UX/UI Skills: Cross-Functional Collaboration, User Interviews, User Research Synthesis, Adaptability, Critical Thinking, Competitive & Comparative Analysis, Design Research, Rapid Prototyping, Sketching, Wireframing, Stakeholder Presentations, Basics of HTML/CSS, Web Analytics, Affinity Mapping, Card Sorting, Storyboarding, Customer Journey Maps, Personas, User Flows

Tools: Figma, Adobe Creative Cloud, Heap, Google Analytics 4, Squarespace, Balsamiq, Optimal Workshop, Miro, Canva, Google Applications, Asana, Trello, Notion

EDUCATION

Wesleyan University, Bachelor of Arts with honors, Art Studio (Graphic Design) | May 2009
General Assembly, User Experience Design Immersive | Jan 2023–Apr 2023