

Lena Shichijo

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

lena.shichijo@gmail.com | (860) 538-3044 | Austin, TX

UX Designer with a proactive and adaptable mindset shaped by over a decade of management experience in hospitality and agriculture. Thoughtful communicator skilled in collaborating effectively, interacting with users, and presenting to stakeholders. Excited to help companies provide outstanding customer experiences.

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

Johnson's Backyard Garden | 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

PROJECTS

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 5-day hackathon that awarded us Crowd Favorite and resulted in an industry judge reaching out to mentor further development of the app
- Ongoing app development with a team of 3 software engineers and 3 UX designers

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

- Collaborated in a cross-functional 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
- Usability testing of prototype tasks revealed a 60% increase in easiness and 31% increase in direct successes

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

- 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: Rapid Prototyping, Wireframing, Cross-Functional Collaboration, Adaptability, Stakeholder Presentations, Critical Thinking, Sketching, Usability Testing, User Interviews, User Research Synthesis, Design Research, Competitive & Comparative Analysis, Web Analytics, Affinity Mapping, Card Sorting, Personas, User Flows

Tools: Figma, 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