

Lena Shichijo | UX Designer

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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

Triple Wave Design | UX Designer, Co-Founder | Remote

Jan 2024–Present

- Collaborating with 2 UX designers, currently prototyping a client's mobile app which includes optimizing their existing wireframes, refining user flows, designing additional screens in the established style, and usability testing

R360 | UX Intern | Remote

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

Eat Unbound | UX Research Lead | Remote

Apr 2023

- Led research to design a restaurant-facing web application for a startup that caters to dietary restrictions
- Collaborated with UX Lead to conduct 7 interviews, revealing the target audience preferred desktop platforms over mobile
- Moderated 3 usability tests, aligned prototype with user feedback, and presented design iterations to Founder CEO

JBG Organic | Austin, TX

May 2014–July 2021

- **Wholesale Packing Manager** May 2015–July 2021 | Packing Crew Member May 2014–May 2015
- Initiated sales and shortage reports to proactively communicate harvest trends to customers and sales managers
- Established system for tracking sales patterns to anticipate inventory needs and schedule required labor

Sprinkles Cupcakes | New York, NY

July 2009–Nov 2013

- **General Manager** Mar 2012–Nov 2013 | Asst. Manager 2011–2012 | Supervisor 2010–2011 | Associate 2009–2010
- Initiated concepts adapted company wide, such as enhancing outreach by coordinating marketing drops with existing deliveries and providing instruction cards to prevent damage for fragile orders

CONCEPT PROJECTS

Food Not Bombs | UX Designer | Remote

Dec 2023

- Collaborated in a cross-functional hackathon team of 3 software engineers and 4 UX designers to redesign the Food Not Bombs website and achieved a 60% increase in ease of use and 31% increase in direct success with usability testing tasks

Kinder Haus Toys | UX Designer | Remote

Nov 2023

- Created a high-fidelity Figma prototype of a website redesign using variables, conditions, and expressions to automatically calculate and update shopping cart totals

SKILLS

UX/UI Skills: 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, Graphic Design | Middletown, CT

Sept 2005–May 2009

General Assembly | User Experience Design Immersive | Remote

Jan 2023–Apr 2023