

Aimi Morisawa

UX Designer

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EDUCATION

Career Foundry

UX Design Course
Oct. 2020 - Present

Waseda University

English Literature,
Department of Education
Apr. 2006 - Mar. 2010

UX SKILLS

User Interview
Competitor Analysis
Task Analysis
User Personas
Journey Maps
Information Architecture
Usability Testing
Wire framing
Prototyping
Data Analysis

SOFT SKILLS

Data- driven approach
Cross- functional negotiation

TOOLS

Sketch
Figma
Miro
Balsamiq
Adobe XD
Adobe Illustrator

WORK EXPERIENCE

LinkedIn Japan Co.,Ltd. Account Director

Apr. 2017 - Nov. 2020

- Led a team of three to five members and optimized sales process to provide recruiting solutions to HRs.
- Responsible for revenue growth and aligning interests with members with different KPIs including customer success, sales rep of other lines of business, and direct managers.
- Proposed and implemented a global recruitment plan for a major Japanese consulting firm while utilizing human resource data. Increased annual revenue by 308%.
- Facilitated more than 10 seminars for clients, potential clients with external partners and NPOs.

GMO Commerce, Co.,Ltd.

Inside Sales Rep

Feb. 2013 - Feb. 2015

Worked as a new acquisition sales representative to open accounts for online shopping(B to C)

BellSystem 24 Inc. (Recruit Co., Ltd.)

Inside Sales Rep

Feb. 2011 - Jan. 2013

- Collaborated with field sales to support existing 157 corporate clients and made proposal for additional orders.
- Received Best Call Award within 3 months of joining the company.

VOLUNTEER EXPERIENCE

Mamoru Co.,Ltd.

UX / UI Designer

May. 2021 - present

Design project for redesigning B to C responsive web page. I am supporting to optimize UX designs for visitors. This includes creating user personas, user flows, and end-to-end designs like check-out process.