

# Aimi Morisawa

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## OBJECTIVE

I am currently working as a UX designer intern and research ops assistant pursuing a career as a UX designer, seeking a job that drives business by focusing more on user needs.

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## PERSONAL STATEMENT

I aspire to get results for the business by focusing on customer needs, and am currently learning coding (HTML, CSS, JavaScript) as well as human-centered design to deliver the best user experience.

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## CURRENT WORK

**Gochiso, Inc.**  
**Tokyo**  
May 2021-Present

### UX / UI Designer (Internship)

- Assist in design project for redesigning B to C responsive web page
- Supporting to optimize UX designs to accelerate sign ups for our online experiences ( Includes creating user personas, user flows, and end-to end designs like check-out process)

**UX Testing, Inc.**  
**Menlo Park CA**  
July 2021-Present

### Research Ops Assistant (Freelance)

- Supporting the team in planning the best research approach (process and methods)
- Attending user interviews
- Setting out consent forms
- Recruiting participants
- Ensure every touch point with participants

### Current project

User interviews with 8 participants in Japan

Client: One of the biggest American multinational computer software company with more than 23,000 employees worldwide

## WORK HISTORY

### **LinkedIn Japan Co.,Ltd.**

Tokyo  
January 2020-November 2020

#### **Account Director**

- Half-yearly sales target of about 52 million yen (existing transactions: about 40 million yen, additional orders: about 12 million yen/quarter)
- Sales strategy planning and execution in a team of 5-6 people, including 2 customer success representatives, 2 other sales representatives, and a manager
- Propose global recruitment strategies for strategic clients
- Formulate strategies for company-wide up-selling through collaboration with sales people in other countries
- Conducting review meetings based on solution utilization and effectiveness verification data

April 2019-January 2020

#### **Account Executive/Relationship Manager**

- Half-year sales target of approximately 5.5 million yen
- Engaged in new acquisition sales and up-selling to existing customers
- Conducted quarterly effectiveness review meetings for 37 existing clients
- Propose improvements to customers using access data/global human resources data extracted from our platform

April 2017-March 2019

#### **Sales Development**

- Target to generate an average of 27 new leads per quarter
- Collaborate with 5 outside sales representatives
- New acquisition sales activities via phone, email, and LinkedIn
- Offline/online seminar management for potential customers
- Contribute to 15% of each sales representative's target sales (approximately 3 million yen x 5 people)
- Management of numerical targets for two partner companies

### **GMO Commerce, Co.,Ltd.**

Tokyo  
February 2013-February 2015

#### **Inside Sales representative**

- Sales by phone to individuals who are considering opening a store on a major e-commerce site to obtain new accounts
- Customer prospect management

**Bellsystem 24 Inc.**  
**(Recruit Co., Ltd.)**

Tokyo  
February 2011-January 2013

**Inside Sales representative**

\*Engaged in the following as an inside sales representative in Recruit Sumai Company, Ltd.

- Using advertising data, made proposals to 157 existing clients (real estate companies) via telephone and e-mail to increase the effectiveness of their advertising and upsell advertising space on the Internet
- For about five strategic clients, I picked up the pain points of the clients and collaborated with outside sales staff to make proposals to the head office

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**ACHIEVEMENTS**

- **June 2020:** Concluded a contract with a major Japanese consulting firm for 381.5% of the contract amount compared to the previous year
- **June 2019:** Achieved 128% of target sales (approx. 7 million yen in new sales/FY19 2H)
- **January 2018:** Selected as the FY18Q4 Revenue Champion among the Sales Development team in Southeast Asia. (Ranked 1st out of 18)
- **June 2018:** Won a new solution contract worth approximately 4.6 million yen for a local company through phone sales alone
- **May 2013:** Achieved a record of 8 consecutive days of orders
- **May 2011 :** Best Call Award from Recruit Sumai Company out of 30 members in the team. (This was recognized as an example of how the company was able to efficiently strengthen relationships with customers using only telephone calls)

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**QUALIFICATIONS**

**Career Foundry**

Berlin(Online)  
October 2020-July 2021

**UX Design Program**

- HCD
- Design Principles
- User Research technique
- Visual Design technique

**Waseda University**

Tokyo  
2006-2010

**Bachelor of Commerce**

Major: Education  
Minor: English Literature

## UX SKILLS

- User Research
  - Task Analysis
  - User Personas
  - Journey maps
  - Information Architecture
  - Usability Testing
  - Wire framing
  - Prototyping
  - HTML
  - CSS
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## PERSONAL SKILLS

- **Data analysis:** For the past two companies, I have conducted analysis and made proposals to customers based on the number of accesses to online advertising space and conversion rates
  - **Negotiation in a cross-functional team:** In my role at LinkedIn, I have experience in executing and delivering projects at the global level with members from different regions and job types
  - CSS
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## INTERESTS

I am currently interested in learning how to design with all LGPTQs in mind, and am actively participating in online study groups.

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## REFEREES

You can see what my most recent colleagues have said about me below :

<https://www.kudoboard.com/boards/skuN2Ena>

<https://www.kudoboard.com/boards/zKTGiOtZ>

<https://www.kudoboard.com/boards/J7oGu6iQ>

<https://www.kudoboard.com/boards/aL3dexxz>

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