# Rei Setogawa

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## Summary

Aspiring UX designer/web desinger with a strong foundation in user-centred design principles, gained through Bachelor of Design Computing at The University of Sydney. Passionate about crafting intuitive and impactful digital experiences, I have improved my skills through major projects at the university and as a contractor, where I focused on researching user needs, prototyping, and usability testing to deliver solutions that enhance user satisfaction and engagement.

I seek to join a forward-thinking organization where I can contribute to creating innovative user experiences and grow as a UX design professional.

## Career history

**Web Designer and Developer** at Boso Adventure Tours
Nov 2023 - Jan 2024 (3 months)
Responsibilities

Design and Development: Led the design and development of a company website, focusing on intuitive UI/UX design, accessibility, and cross-browser compatibility.

Technical Proficiency: Demonstrated expertise in HTML5, CSS, JavaScript, and Adobe Creative Suite to create prototypes and the company website.

Skills

Design Tools: Proficient with design software (Adobe Creative Suite, Figma) to create visually appealing layouts.

Front-End Development: Expert in front-end technologies for creating dynamic and interactive web experiences.

Responsive Design: Skilled in crafting websites that provide an optimal viewing experience across a wide range of devices.

Problem-Solving: Innovative and strategic problem solver, capable of addressing complex web development challenges.

Communication: Excellent communication skills, capable of translating technical jargon into clear, understandable language for clients and stakeholders.

**Front of House Manager** at K's Dining Pty Limited
Jan 2022 - Dec 2023 (2 years)
Responsibilities

Customer Service Excellence: Ensuring all guests receive service that meets or exceeds expectations.

Team Leadership and Management: Directed a team of 15+ staff, supervising the front-of-house team including training and recruitment.

Operational Efficiency: Managing daily operations, ensuring the restaurant's layout and preparations are optimised for guest comfort and efficiency.

Feedback Collection and Implementation: Actively gathering customer feedback to refine service and dining experience.

Skills

Problem-Solving: Proficient in identifying issues and quickly implementing solutions for them, even in high-pressure situations to ensure guest satisfaction.

Attention to Detail: Paid close attention to the ambiance, cleanliness, quality of service, and overall environment.

Communication: Effective communication with both guests and staff to ensure smooth operations.

Adaptable: Flexible in fast-paced environments, readily adjusting strategies to meet evolving guest preferences and business needs.

Leadership: able to understand guest and team needs, ensuring high-quality service and workplace harmony.

Achievements

Revenue Growth: Contributed to a 12% year-over-year revenue increase through strategic improvements in guest experience and operational efficiency.

| **Skills** | HTML, JavaScript Programming, UX Design, UX Research, CSS, Figma, Adobe Creative Cloud, Adobe Creative Suite, Graphic Design, Git Version Control System, Github, Web Designing, Prototyping, Usability Testing, Responsive Design, Agile Methodologies, Wireframing, Interaction Design |
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| **Languages** | English, Japanese |
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**Education**

**Bachelor of Design Computing** from The University of Sydney
Finished 2024
Awards:

- Nominee for Assemblage 2022 (Graduation Show) for a product design project.

- High distiction achievement in Interactive Product Design Studio, a major user experience subject in the course.

- High distiction achievement in Industrial and Community Projects, a subject focused on digital transformation and collaboration with students from other disciplines.

**Licences & certifications**

**IELTS Certificate**
Issued by IDP
Achieved an overall band score of 8.0  Demonstrates high proficiency in English across reading, writing, listening, and speaking.