Rei Setogawa
UX/UI Product Designer

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UX/UI Product Designer with a strong foundation from completing a UX/UI Design course at The University of Sydney. Proficient in web development, I seamlessly blend design principles with technical expertise. A dedicated advocate of user-centered design, I excel in conducting thorough research to inform and enhance the user experience.

Experience

Web Designer/Developer
Nov 2023 - Jan 2024
Boso Adventure Tours - Tokyo, Japan

- Responsible for redesigning and developing company website into visually appealing and intuitive user-centred design.
- Conducted user research, wireframing, prototyping and usability testing to ensure efficient user flow and responsive design.
- Drove over 500 views and 200 unique visitors within a month after website launch by collaborating with clients and by iteratively refining the design.
- bosoadventuretours.com

IELTS Tutor
Feb 2023 - Sep 2023
Self-Employed - Sydney, Australia

- Consulted six clients over eight months to assist them achieve their desired IELTS score by providing tailored instructional methods to suit individual learning styles.
- Five over six clients reached their target score in their first attempt by developing an understanding of each student's unique challenges and adopted strategies to address their specific needs.
- Utilised communication, problem-solving and research skills to identify problems and iteratively improve the curriculum.

Front of House Manager
Jan 2022 - Dec 2023
K's Dining Pty Ltd - Sydney, Australia

- Responsible for supervising, recruiting, training over 15 front of house staff and ensuring customer service excellence and operational efficiency at the venue.
- Contributed to 12% YoY revenue increase by facilitating high customer satisfaction which was achieved through continuous improvements found from customer feedback.
- Actively demonstrated leadership to enhance team performance and encountered numerous occasions which required problem-solving and attention-to-detail in high pressure situations.

Education

Bachelor of Design Computing
Feb 2020 - Dec 2023
The University of Sydney - Sydney, Australia

- A course focused on UX/UI and Product Design.
- Nominee for Assemblage 2022 (Graduation Show) for an interaction design project.
- High distinction achievement in Interactive Product Design Studio, a 12 credit-point, 3rd year UX design unit.
- High distinction achievement in Industrial and Community Projects, a subject focused on digital transformation and collaboration with students from other disciplines whilst in partnership with a company.

Licenses & Certifications

IELTS Certification
March 2023

IELTS - Sydney, Australia

- Achieved an overall band score of 8.0 - demonstrates high proficiency in English across reading, writing, listening, and speaking.

Skills

- HTML/CSS
- JavaScript Programming
- UX Design
- UX Research
- Figma
- Adobe Creative Suite
- Graphic Design
- Git Version Control System
- Github
- Web Designing
- Prototyping
- Usability Testing
- Responsive Design
- Agile Methodologies
- Wireframing
- Interaction Design
- Blender(3D CAD)
- Information Architecture

Languages

- Japanese - Native
- English - Bilingual Proficiency