



Arisa Tsuji

UX Designer

Profile

As a dedicated UX designer, my core expertise lies in crafting intuitive, user-centered digital experiences that not only captivate users but also significantly contribute to achieving business goals. My strength lies in my swift adaptability to complex business domains and technological ecosystems, enabling me to deliver designs that resonate with both users and stakeholders.

Throughout my career, I have spearheaded design initiatives across various stages—from facilitating design thinking workshops to executing UX/UI designs for intricate SaaS platforms.

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Address
Tokyo, Japan

Languages

Japanese
Native

English
Professional working

Education

Shoin High School
April 2013 - March 2016 ♦ Aichi, Japan

Experience

- Present November 2022 - Current ♦ Tokyo, Japan
EY Strategy and Consulting Co., Ltd.
 Senior Consultant
 UXUI Designer
 - UX design, data visualization, and implementation for ESG digital platform
 - Program design and coaching for Design Thinking practitioner program
 - Ideation and rapid prototyping to optimize the process for Medical Representatives during a 2-day hackathon
 - Workshop facilitation and UXUI design for a service management tool
- August 2021 - October 2022 ♦ Tokyo, Japan
Rakuten Symphony, Inc.
 Group Manager, Usability Assurance
 UXUI Designer
 - Lead team to evaluate 40+ products
 - Plan quantitative & qualitative usability research
 - Report usability research results to CEO
 - Track design process
 - Conduct user interview
 - Redefining the issues and requirements from product owners
 - Create UI and prototypes
 - Communicate closely with managers, product owners, end-users, and developers
- March 2020 - July 2021 ♦ Da Nang, Vietnam
Enlyt, Inc.
 UXUI Designer
 - Workshop facilitation for corporate branding
 - Create mobile app UI and websites
 - Develop CMS websites
 - Data analysis
 - Communicate closely with executives and agile development team
- May 2019 - February 2020 ♦ Tokyo, Japan
Scoville Co., Ltd.
 Web Designer
 - Give frequent presentations for logic of design outputs to get feedback from senior designers
 - Design paper flyer and websites
 - Develop websites

Skills

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| Design Plan I can design appropriate processes applying frameworks such as design thinking, human-centered design, and design sprints. | User Interview I can plan, execute 1on1 depth interviews, and summarize using methods such as card sorting and synthesis. | Workshop I can plan and facilitate workshops using frameworks such as persona and customer journey map. |
| Visual Identity I can create branding and guidelines for corporates and products. | Information Architecture I can design information architecture based on OOUI and mental models. | Prototype I can create interactive prototypes rapidly with Figma. |
| Design System I can create a design system and components to maintain consistency in the organization. | UI Design I can design UI with accessibility in mind based on Human Interface Guidelines, Material Design, and WCAG. | Code I can create websites using HTML, CSS, WordPress, Javascript libraries.es, libraries, and trends. |