

UX Designer

Product Designer

Juan Lagunas

Career-changer with a background in business ownership, systems, and customer experience, now focused on UX design that's practical, scalable, and human-centered. Brings 3+ years of applied UX experience, including multilingual responsive sites, workflow systems, and brand-aligned design assets. Known for disciplined execution, cross-functional collaboration, and a deep commitment to clarity and continuous growth.

UX EXPERIENCE

Bean & Beast

07/2025

UX Designer (Capstone Project)

Personal Project

- ▶ **Led a full UX process from scratch:** Conducted user interviews, synthesized insights, and created all key UX artifacts to build a research-driven brand and product experience.
- ▶ **Built a character-driven chocolate brand:** Designed six animal personas with bold visual identities and packaging to create a premium, story-rich gifting experience.
- ▶ **Developed a responsive e-commerce site in Vue & Tailwind:** Coded scalable components, a global Pinia store, and a dynamic cart modal to streamline user flows across products and merch.
- ▶ **Integrated UX thinking into every design and build:** Used Figma to prototype and prioritized clarity, reusability, and consistency across all design and code decisions.

Cafe Triangle

07/2022 to 05/2023

UX Designer

Ishikawa, Japan

- ▶ **Conducted real-world UX research:** Analyzed 15+ cafe websites and visited 10 local cafes to study space flow, touchpoints, and digital insights that shaped the site's structure and tone.
- ▶ **Designed and coded a multilingual, fully responsive site:** Built an Angular site with Tailwind CSS featuring three language options, mobile-first layouts, tap-to-call actions, and a structured, filterable menu.
- ▶ **Transformed business values into digital UX:** Turned the cafe's cross-cultural atmosphere into a clear, welcoming interface with vibrant visuals, intuitive navigation, and cohesive branding.

University of San Diego

02/2025 to 07/2025

UX Designer

San Diego, CA

- ▶ **Rebuilt project system for campus events:** Designed a Notion-based workflow with timelines, ownership, and documentation to eliminate confusion and improve cross-team coordination.
- ▶ **Created reusable design system for marketing:** Produced 50+ brand-aligned assets and a campaign structure that unified print, email, and digital content into a meaningful student experience.

CONTACT

- ✉ dev.jlagunas@gmail.com
- ☎ 619-903-9146
- 📁 See My Portfolio
- 📍 San Diego, CA

SKILLS

- ▶ User Research
- ▶ Information Architecture
- ▶ Interaction Design
- ▶ Wireframing
- ▶ Front-end Development
- ▶ Prototyping
- ▶ Visual Design

CERTIFICATIONS

2025

Google UX Design Course
Coursera

2017

JLPT N2 Certification
Japan Foundation

ACHIEVEMENTS

2024

Self-Taught Front-End Developer
Learned HTML, CSS, JavaScript, Typescript, Vue, & Angular through real-world projects.

2021

Co-Founded Cafe in Japan
Led business strategy, branding, operations, and customer experience.

2017

Teacher of Distinction Award
Recognized for student outcomes and curriculum innovation at AEON.

EDUCATION

2015

Bachelor of Arts in Linguistics
University of California, San Diego

► **Redesigned weekly newsletter with UX focus:** Applied analytics and feedback to improve hierarchy and clarity to launch a cleaner, more action-driven version set to release in Fall 2025.

WORK EXPERIENCE

University of San Diego 02/2025 to 07/2025
Career Events and Marketing Coordinator San Diego, CA

- **Coordinated logistics for major events:** Managed in-person and virtual career fairs, networking events, and panels, including vendors, registration, space, and on-site setup.
- **Led year-round marketing operations:** Planned campaigns, ran social media, and maintained brand consistency across flyers, newsletters, and digital content.
- **Guided student marketing team:** Worked with 3 interns to create content, edit videos, and support high-volume events and workflows.

Cafe Triangle 06/2021 to 04/2024
Owner/Manager Ishikawa, Japan

- **Built and launched full business plan:** Wrote a detailed plan covering market research, financials, and operations, guiding the successful launch and daily management of Cafe Triangle.
- **Improved operational efficiency and sustainability:** Cut monthly expenses by 7% through waste reduction strategies and halved plastic use by switching to paper-based packaging.
- **Boosted brand visibility and engagement:** Led brand content and events that increased foot traffic by 12% and grew monthly sales by 10%, driven by original food photography, local press coverage, and community collaborations.

Board of Education 09/2019 to 03/2021
Assistant Language Teacher Ishikawa, Japan

- **Facilitated English language learning:** Helped plan and deliver engaging lessons that improved average test scores by 15% and increased participation among 100+ students across age and proficiency levels.
- **Promoted cross-cultural exchange:** Led activities and events that reached over 300 students, fostering a culturally inclusive environment and boosting community engagement and retention.

Aeon Corporation 07/2015 to 12/2018
English Instructor Ishikawa, Japan

- **Advanced English language skills:** Delivered personalized instruction using AEON curriculum, helping 4 students pass TOEFL/TOEIC exams and qualify for study abroad, while consistently improving test scores across age groups.
- **Supported school campaign success:** Assisted in planning and executing monthly promotions, contributing to a 36-month streak of meeting financial targets.
- **Led quarterly teacher workshops:** Facilitated development sessions on student-centered teaching, followed by check-ins with instructors to assess classroom improvements.

Viejas Casino and Resort 10/2006 to 01/2013
VIP Concierge Alpine, CA

- **Provided high-level guest service in a fast-paced casino environment:** Built strong relationships, upheld confidentiality standards, and stayed current on promotions to deliver a consistent, professional experience.

LANGUAGES

English Fluent	Spanish Fluent
Japanese Business	French Beginner

PASSIONS

2022
Photography
Explore storytelling through composition, lighting, and editing.

2024
Digital Art
Create stylized graphics and minimalist design series

2022
UI Design
Build personal and experimental projects designed with visual design principles.