

UX Designer

Product Designer

Juan Lagunas

UX EXPERIENCE

The Language Friends

Product Designer

12/2025 – Present

Japan / Remote

- ▶ **Designed and launched a confidence-first bilingual learning product:** Created a Japanese-first English learning system for children ages 2–7, including five original picture books, a cohesive character system, and a production website built to support real-world launch and iteration.
- ▶ **Owned the full product and UX lifecycle:** Led research, pedagogy design, information architecture, content strategy, visual systems, and interaction design, grounding decisions in linguistics research and eight years of teaching experience in Japan.
- ▶ **Built and shipped the website directly in code:** Designed and implemented a static Nuxt website using Vue, TypeScript, and Tailwind CSS, focusing on semantic HTML, accessibility, multilingual typography, and performance.
- ▶ **Designed for trust, clarity, and real parent behavior:** Prioritized calm UX, guided onboarding for first-time visitors, and non-salesy content to build trust with Japanese parents, routing users to Amazon KDP and Rakuten Kobo for purchase.

Tanaka Denki System Service

10/2025 – 12/2025

UX / Front-End Designer (Freelance)

Ishikawa, Japan

- ▶ **Led end-to-end UX and front-end delivery for client:** Owned research, UX strategy, visual design, and implementation for a solar and electrical maintenance company website, working directly with stakeholders to define goals and requirements.
- ▶ **Designed for Japanese B2B trust and clarity:** Structured information hierarchy, content density, and layouts to align with Japanese UX expectations, prioritizing credibility, service clarity, and fast decision-making.
- ▶ **Built a production-ready Nuxt website:** Developed a responsive site using Nuxt, Vue, and Tailwind CSS with scalable components, semantic HTML, accessibility considerations, and clean state management.
- ▶ **Implemented SEO, analytics, and CMS integration:** Integrated Contentful CMS for blog management, configured page-level meta descriptions, Open Graph data, and Google Analytics to support discoverability and ongoing optimization.

Bean & Beast

07/2025

UX Designer

Personal Project

- ▶ **Executed the full UX design process from concept to implementation:** Led user interviews, synthesized insights, and created empathy maps, personas, journey maps, Crazy 8s sketches, wireframes, and high-fidelity prototypes to deliver a cohesive end-to-end product experience.
- ▶ **Built a brand and product system rooted in storytelling and visual identity:** Developed a character-based premium chocolate brand with six

CONTACT

- ✉ dev.jlagunas@gmail.com
- 💻 See My Portfolio
- 📍 Ishikawa, Japan

SKILLS

- ▶ End-to-End Product Design
- ▶ Product Thinking & UX Strategy
- ▶ Design Systems & Visual Identity
- ▶ User Research & Insight Synthesis
- ▶ Entrepreneurial & Business-Driven Design
- ▶ User Research
- ▶ Information Architecture
- ▶ Interaction Design
- ▶ Wireframing & Prototyping
- ▶ Usability Testing
- ▶ Design Systems
- ▶ Front-End Systems
- ▶ Visual & UI 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

animal personas, each paired with distinct abstract visuals and packaging that enhanced emotional engagement and brand recall.

► **Developed a responsive e-commerce site using Vue and Tailwind CSS:** Engineered scalable component architecture, a centralized Pinia data store, and dynamic cart modals to optimize usability, maintainability, and performance across products and merchandise.

► **Integrated UX and front-end best practices throughout the project:** Used Figma to design and test interactive prototypes, emphasized clarity and consistency in UI systems, and applied design systems thinking to ensure scalability and reusability in both code and design.

WORK EXPERIENCE

Cafe Triangle

Owner / Manager

06/2021 – 04/2024

Ishikawa, Japan

► **Owned and operated a small hospitality business:** Led end-to-end operations including business planning, day-to-day management, budgeting, vendor coordination, and brand execution for an independent café in Japan.

Board of Education

Assistant Language Teacher

09/2019 – 03/2021

Ishikawa, Japan

► **Supported English education in public schools:** Assisted with lesson planning and classroom delivery across multiple schools in Ishikawa, collaborating with Japanese teachers to support student engagement and cross-cultural learning.

AEON Corporation

English Instructor

07/2015 – 12/2018

Ishikawa, Japan

► **Delivered English instruction in a commercial education setting:** Taught students across age and proficiency levels using AEON curriculum, supporting exam preparation, retention, and school-wide performance goals.

Viejas Casino and Resort

VIP Concierge

10/2006 – 01/2013

Alpine, CA

► **Provided high-touch guest services in a regulated environment:** Delivered personalized concierge support for VIP guests while maintaining strict confidentiality, policy compliance, and consistent service standards.

Recognized for student outcomes and curriculum innovation at AEON.

EDUCATION

2015

Bachelor of Arts in Linguistics

University of California, San Diego

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.