

UX Designer

Product Designer

# Juan Lagunas

A career-changer with a background in business ownership, systems, design, and customer experience. Brings strong UX skills grounded in real-world application. From developing a multilingual website and refactoring marketing systems to creating scalable design systems for higher education. Known for discipline, clarity, and a commitment to continuous personal growth and improvement.

## UX EXPERIENCE

### 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.
- ▶ **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

### 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.

## CONTACT

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- 📁 My Portfolio
- 📍 San Diego, CA

## SKILLS

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

## 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

## LANGUAGES

- **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.

- **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.

- **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.

- **Built and maintained customer relationships:** Kept strong interpersonal relationships with guests while providing exceptional service in a fun and professional manner.
- **Maintained strict confidentiality:** Protected guest information and upheld all casino policies related to privacy and compliance.
- **Stayed informed on promotions and events:** Regularly updated my knowledge of current casino offerings to assist guests accurately, enhance their experience, and ensure consistent communication across the team.