

UX Designer

Product Designer

# Juan Lagunas

## CONTACT

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📁 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**

## UX EXPERIENCE

**The Language Friends**

12/2025 – Present

Product Designer

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

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

06/2021 – 04/2024

### Owner / Manager

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

09/2019 – 03/2021

### Assistant Language Teacher

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

07/2015 – 12/2018

### English Instructor

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

10/2006 – 01/2013

### VIP Concierge

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.