



# KENZO MAKITANI

## UX/UI DESIGNER

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### EXPERIENCE

- SEP 2018 **Panasonic  $\beta$  - Designer**  
MAR 2019 **Mountain View, CA**
- Created an app called Fammili which helps families plan weekend activities by easing their decision making process
  - Defined our target user group and learned insights on parents' weekend planning habits by conducting user interviews
  - Designed user flows, wireframes, mockups and prototypes while collaborating with all team members during the process
  - Followed lean startup: tested MVPs with users to direct the product
  - Created storyboards for an explainer video to help
- OCT 2017 **IdentifiBio - UX and UI Designer**  
APR 2018 **Irvine, CA**
- Created mockups of the interface for a telehealth mobile application
  - Refined the interface based on user testing results conducted on high-fidelity prototypes
  - Documented the development process by recording requirements, constructing plans, and detailing design specifications
  - Worked closely with the stakeholder, project manager, and engineers from start to finish to deliver a polished demonstrable product
  - Received Ingenuity UCI Student Technology Showcase Award
- JUL 2017 **Benefit One - UX and UI Design Intern**  
AUG 2017 **Tokyo, Japan**
- Redesigned the mobile webpage to address usability, learnability, and information architecture problems
  - Efficiently iterated on designs by rapid prototyping and conducting light user testing
  - Communicated design decisions to designers and developers through presentations
- JUN 2016 **Stanford Web Services - Web Services Intern**  
SEP 2016 **Palo Alto, CA**
- Helped administer user testing after putting together the Help Service Portal prototype to find usability and information architecture issues
  - Assisted developers and designers with various projects by designing and coding email templates, fixing CSS bugs and coding QA test cases

### EDUCATION

- MAR 2018 University of California, Irvine  
**B.S. Informatics**  
Specialization in **Human-Computer Interaction**

### RELEVANT PROJECTS

- SPRING 2017 **Skype Assessment and Redesign**
- Found pain points in the application by conducting surveys, interviews, a competitor analysis, and heuristics evaluation
  - Redesigned the interface based on identified issues

### SKILLS

Wireframing  
Rapid Prototyping  
Usability Testing  
Competitor Analysis  
Heuristics Evaluation  
Persona  
Card Sorting  
User Interview  
Survey  
Focus Groups  
Brainstorming  
Storyboarding

### TOOLS

Balsamiq  
Figma  
InVision  
Origami Studio  
Adobe Creative Cloud  
Adobe XD  
Atomic  
Zeplin  
Google Drive  
GitHub  
MS Office  
JIRA  
Trello  
Google Analytics  
Squarespace  
Backtrac.io

### LANGUAGES

<b>Programming:</b>	<b>Spoken:</b>
HTML	Japanese
CSS	
Javascript	
Python	
Java	
Gherkin	