



KENZO MAKITANI

UX/UI DESIGNER

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EXPERIENCE

SEP 2018 **Fammili - Product Designer**

MAR 2019 **Mountain View, CA**

- Conducted user studies to define our target user group and derive personas
- Designed the UX/UI of our iOS app and improved it by testing MVPs
- Created various marketing materials such as flyers, website, and explainer video
- Followed lean startup: building MVPs and testing to verify and validate assumptions

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
- Document the requirements, business case, project plan, and software & UI design
- 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
Personas
Card Sorting
User Interviews
Surveys
Focus Groups
Agile
Lean
Scrum

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

Programming:	Spoken:
HTML	Japanese
CSS	
Javascript	
Python	
Java	
Gherkin	