



# 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
- Storyboarded, scripted and animated videos to be used for marketing

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	