



KENZO MAKITANI

UX/UI DESIGNER

- Redesigned the mobile webpage to address usability, learnability, and information architecture problems
- Efficiently iterated on designs by rapid prototyping and conducting light user testing
- Tokyo, Japan
- Facilitated design decisions to designers and developers through presentations

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## EXPERIENCE

### Panasonic $\beta$ - Designer

#### Mountain View, CA

- Created an app called Fammili, which helps families plan weekend activities by easing their decision making process
- Defined our target users, which allowed for insights on users' interests, leading to better 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  
APR 2018

### IdentifiBio - UX and UI Designer

#### Irvine, CA

#### Palo Alto, CA

- Helped administer user testing after putting together the Help Service Portal prototype to find usability and information architecture issues
- Also assisted developers and designers with various projects by designing and coding email templates, fixing CSS bugs and coding QA test cases
- 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  
AUG 2017

### Benefit One - UX and UI Design Intern

JUN 2016  
SEP 2016

### Stanford Web Services - Web Services Intern

## 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

Programming:	Spoken:
HTML	Japanese
CSS	
Javascript	
Python	
Java	
Gherkin	