

# Takahiro Omura

## Contact

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## Education

### Tokyo Designplex Institute

Oct 2021 - May 2022

UI/UX Design Certificate

### Grinnell College

Aug 2013 - May 2017

BA in Psychology, *with Honors*

GPA: 3.79/4.00; Phi Beta Kappa

## Skills

Lo-fi / hi-fi prototyping

Usability testing

User interview

Quantitative analysis

- Statistical modeling

- Quasi-experimental methods

- Quantitative survey testing

Qualitative analysis

- Persona

- Journey mapping

Programming (HTML, CSS, JS, SQL, R)

Language (Native in English & Japanese)

## Tools

Figma, Adobe XD

Adobe Photoshop, Illustrator

SQL

RStudio

GitHub

## Professional Experience

### User Experience Designer | atama plus

Jul 2022 - Present (Tokyo, Japan)

Designing the UX of a digital learning platform for students. Collaborate with business teams and product owner to define user problems, outcomes, and solutions. Work with engineering team to actualize and test UI solutions with users.

- Updated personas through qualitative interviews to further promote user-centricity across the product team
- Mapped out the as-is and to-be user stories of an assessment feature through contextual inquiries, to highlight user needs and solutions

### Pro Bono Designer | Freelance / ZS

Oct 2018 - Jul (Tokyo, Japan)

Co-founded the pro bono consulting team at ZS Tokyo, and supported local NPOs with their operations and marketing.

- Redesigned the donor experience for a mental health NPO by updating their donation page, utilizing insights from user interviews

### Associate Consultant | ZS Associates

Jan 2020 - Oct 2021 (Tokyo, Japan)

Served top global pharmaceutical companies. Responsible for managing projects and tasks, designing and executing quantitative / qualitative analyses, coaching junior members, and leading client communication.

- Led a digital transformation localization project, liaising between tech, business, and client teams spanning across EU/Japan/India
- Uncovered the treatment landscape of a novel infectious disease through physician interviews

### Associate | ZS Associates

Sep 2017 - Dec 2019 (Tokyo, Japan)

Optimized marketing resource allocation for the Japan branch of a global pharma company by conducting business analyses.

## Other Experience

### New-grad Recruiting Team PR Lead | ZS Associates

Jan 2020 - Oct 2021 (Tokyo, Japan)

Increased applicants by 1.5x in one year.

### Mentor | ZS Associates

Aug 2019 - Oct 2021 (Tokyo, Japan)

Supported new employees through peer-to-peer mentoring.