

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)

Improving the UX of a digital learning platform for students within a cross-functional team. Collaborate with business teams and product owner to iteratively define user problems, outcomes, and solutions. Work with engineers and quality assurance 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

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
- Conducted physician interviews to uncover the treatment landscape of a novel infectious disease
- Combined quantitative and qualitative analyses to forecast sales for a drug under development

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

- Created statistical models to understand promotional drivers of drug sales performance, and suggested optimal marketing resource allocation
- Streamlined the team's data processing and analysis workflow, saving 200+ work hours

Other Experience

New-grad Recruiting Team PR Lead | ZS Associates

Jan 2020 - Oct 2021 (Tokyo, Japan)

Planned and executed recruiting tactics, and increased applicants by 1.5x in one year.

Pro Bono Consultant | ZS Associates

Aug 2018 - Oct 2021 (Tokyo, Japan)

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