




# Takahiro Omura

## Contact

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## Education

### Tokyo Designplex Institute

Oct 2021 - Apr 2022 (*Expected*)

UI/UX 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

Affinity diagram

Persona

Journey mapping

Programming (HTML, CSS, Javascript, R)

Language (Native in English & Japanese)

## Tools

Figma, Adobe XD

Adobe Photoshop, Illustrator

Adobe Dreamweaver

RStudio

GitHub

## Professional Experience

### 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 teams, as well as local & global teams
- 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)

Conducted business analyses for pharma senior management to optimize marketing resource allocation across their product portfolio.

- Created statistical models to understand promotional drivers of drug sales performance, and calculated 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.

### Mentor | ZS Associates

Aug 2019 - Oct 2021 (Tokyo, Japan)

Supported new employees through peer-to-peer mentoring.

### 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.

### Pro Bono | HLAB / HatchEdu

Apr 2021 - Aug 2021 (Tokyo, Japan)

Researched and proposed a new business to add to their existing dormitory business (SHIMOKITA COLLEGE)