

# Takahiro Omura

## Contact

🌐 takaomura.com  
✉ takahiro.omura.to@gmail.com  
🌐 linkedin.com/in/takahiroomura

## 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

Low-fi / mid-fi / hi-fi prototyping  
Usability testing  
User interview

### Quantitative analysis

Statistical modeling  
Quasi-experimental methods  
Quantitative survey testing

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

## Leadership 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.