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## HARVARD COLLEGE '12

B.A. PSYCHOLOGY, CUM LAUDE  
HARVARD COLLEGE SCHOLARSHIP (2010)

## GENERAL ASSEMBLY '14

UX DESIGN IMMERSIVE

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## VISTA HIGHER LEARNING, INC. UX DESIGNER

DEC 2014 - PRES

VHL Central, language learning platform (<http://www.vhlcentral.com>)

- Collaborates with developers and product management to determine requirements.
- Creates sitemaps and user flows.
- Creates wireframes and final visual designs.
- Creates the style guide and reusable components for efficiency and consistency.
- Creates clickable prototypes on InVision.
- Conducts usability tests, writes scenarios and tasks.

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## RAKUTEN, INC., SMART DEVICE DESIGN GROUP FRONT-END CODER

OCT 2012 - AUG 2014

Rakuten Ichiba top page (<http://www.rakuten.co.jp>)

- Coded HTML/CSS/JS for Rakuten top page on smartphone and tablet.
- Conducted A/B tests to compare designs.
- Analyzed sales, CVR, and other metrics using Adobe SiteCatalyst.
- Created visual designs, following existing styles as guides.
- Received the Rakuten Award MVP Second Place for A/B testing work.

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### UX SKILLS

User Research  
Info Architecture  
Interaction Design  
Visual Design  
Prototypes  
User Testing  
A/B Testing  
Data Analysis

### PROGRAMS

Sketch  
Photoshop  
Illustrator  
Omnigraffle  
InVision

### CODING

HTML/CSS  
JS & jQuery  
Basic PHP  
MySQL  
Basic VBA  
Basic Ruby on Rails  
Learning React JS

### LANGUAGES

English (native)  
Japanese (native)  
Korean (basic)  
Chinese (very basic)