

# BENJAMIN SHIMAZU

## UX Designer

I utilize my background in wealth management and sales to understand human behavior and pain points to design user-centered products end-to-end.

## CONTACT

+1 808.352.6663

[BenjaminShimazu.com](http://BenjaminShimazu.com)

[linkedin.com/in/benjaminshimazu/](http://linkedin.com/in/benjaminshimazu/)

[benshimazu@gmail.com](mailto:benshimazu@gmail.com)

Arizona

## SKILLS

### DESIGN

Wireframing

Storyboarding

Iterative Prototyping

Typography

User Interface Design

Usability Testing

### RESEARCH

User Interviews

Personas

Information Architecture

Site Map

User Journey

Competitive Analysis

### TOOLS

Figma

Sketch

Miro

Adobe XD

Adobe CC

## EDUCATION

### Google

UX Design Certification

2021 - 2022

### University of Arizona

BA, English Literature

Minor, Architecture

## UX DESIGN EXPERIENCE

### Breaking Taboo | UX Designer

e-Commerce Website - [Link](#)

- Redesigning a non-profit's e-Commerce website to increase sales and improve usability.
- Proactively coordinated planning and design review sessions with the stakeholder and developer resulting in improved design consistency and efficient execution.
- Audited established design system and color branding to ensure compliance with WCAG 2.1 standards resulting in improved user accessibility.

### Cool Maps | UX Designer

Mobile App - [Link](#)

- Designed a mobile app to help low-income users better cope with extreme heat when commuting.
- Performed extensive user research to uncover pain points and needs resulting in a highly-useable app design that also exceeded minimum accessibility standards.

### Allegiant Air | UX Designer

Mobile App - [Link](#)

- Redesigned Allegiant Air's mobile app to solve issues of usability, brand inconsistency, and overly complex flight booking process.
- Synthesized user feedback provided through app reviews, sketched wireframes, and created a high fidelity prototype.

## WORK EXPERIENCE

### BAON, LLC | Commercial Property Manager

Jan 2021 - Present

- Overseeing leasing of 8 commercial properties across the U.S. through flawless execution, collaborative relationship building, and thorough organization of leasing assets.

### Marcus & Millichap | Commercial Real Estate Sales

Jan 2020 - Jan 2022

- Facilitated commercial property acquisition/disposition transactions for 6 investors, totaling \$4.2 million, through the timely coordination of key stakeholders, prioritizing competing objectives, and establishing relationships with lenders and inspectors.

### Vanguard | Institutional Advisor

Oct 2017 - Jan 2020

- Grew assets under management for \$16 billion in institutional retirement plans by 2% by proactively identifying asset growth opportunities, achieving buy-in from executive investment committees, and proposing valuable cost-saving measures.

### Vanguard | Senior Wealth Manager

Jan 2013 - Oct 2017

- Supported 7 peers' promotions on my team through personalized development strategies and goal planning.
- Proposed and delivered a department Culture Book highlighting our unique employee culture by leading a 4 person team in conceptualizing, designing, and publishing the book.

### Vanguard | Wealth Manager

Sep 2010 - Jan 2013

- Effectively managed \$1.5 billion in individual investors' assets by empathizing with clients, collaborating with business partners, and strategically planning long-term wealth goals.
- Designed and launched Flagship Storytellers, a multi-year initiative to drive employee engagement through the sharing of employee and client stories via multimedia channels.