

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

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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.