

Mari Tanaka

Product Designer

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Unlisted Case Study: <https://www.wauxdesign.com/homeprotection>

Portfolio: www.wauxdesign.com

I am a Product Designer with 10+ years of experience creating customer journeys in the investment, medical, travel, beauty, and art industries on \$1B+ projects. With extensive experience designing for global audiences and coordinating international teams, my work as an Experience Designer has directly resulted in more than \$100MM in additional revenue for my employers.

Skills + Tools

UX/UI Design: Information Architecture, User Interview, User Research, User Testing, User Flows, Surveys, Affinity Mapping, Personas, Journey Maps, Visual Storytelling, User Experience, UX Design, Prototype Design, Usability Design, User Interface Design, Interaction Design, Digital User Centered Design, Graphic Design, User Experience Design, Use Cases, User Journeys, Usability Design, Sketching, Drawing, Wireframes, Prototypes, Visual Design, Web Design, Mockups, Product Design, Analytics, Design Thinking, Creative Problem Solving, Facilitating Design Thinking Workshops

Software: Figma, Adobe Creative Cloud, Adobe Photoshop, Microsoft Office, Sketch, InVision, Miro, Mural

Experience

Sr. UX Designer | American Family Insurance (Contract through K-Force) | Remote | July 2022 - Oct 2023

- Lead UX Designer on major agent and customer-facing initiatives
- Re-designed two agent-facing sales platforms
- Worked on integrations with Progressive and Geico
- Designed program dashboards, a Risk Score data visualization for the agent's most popular system, and customer-facing materials to increase enrollment rates
- Designed a mobile home self-investigation system
- Conducted user interviews and usability tests to inform the design of the quote and checkout digital experience. Collaborated with data scientists and research teams, synthesized findings, and presented actionable insights.
- Created maps to facilitate stakeholder alignment on program development, business strategy, and the overall customer journey

Lead UX Designer | NYC Radio Live (Contract) | Remote / BK, NY | January 2020 - June 2022

- Led the UX Strategy to transition from an in-person festival (Ragas Live Festival) to an online experience during the pandemic.
- Increased subscriptions to Patreon page by 300%
- Designed the workflow for producing virtual performances from 15 cities in 7 countries.
- Designed a virtual concert platform, including user flows and UI, that resulted in best-in-class donation conversions. (35% of viewers donated an average of \$30.)
- Reached 86,000 people globally by designing an effective content strategy and unifying stakeholders across multiple organizations and continents.

UX Designer (Contract) | **Cosmetic Company** (NDA Bound) | SOHO, NY | February 2019 - July 2019

- Managed a team of 7 developers to create custom touchscreen platforms for both checkout and a game which funnels customers towards joining the email list.
- Worked directly with C-suite executives and the \$1B brand leader cosmetic company to open a flagship store in SOHO, NY in a \$100MM project.
- Created the service design blueprint to facilitate clear communication between Japanese and American teams (over 100 stakeholders) including developers, architects, and PR.

Customer Experience Design Consulting (Contract) | **NYC Radio Live** | BK, NY | November 2017 - June 2018

- Worked as a consultant for Airbnb to launch "Music Experiences" in NYC.
- Designed clear user flows, customer journeys, and content strategies for memorable customer experiences.

Customer Experience Consultant (Contract) | Real Estate Investment Advisory Firm (NDA bound) | US, NY |
November 2015 - September 2018

- Designed customer experience and increased sales conversion by ~10% resulting in increased revenues of >\$100MM.
- Created data visualizations, conducted user interviews, and identified pain points for both customers and internal stakeholders including C-suite, account managers, and sales.
- Organized data on over \$2 Billion in assets and designed a user-centered content strategy and client onboarding system to alleviate and address clients' pain points. Facilitated deals with customers from Japan spending \$20-500MM on real estate properties in NYC.

Education

Meiji University | B.A. Information and Communication | Tokyo, Japan | April 2004 - March 2008