ALEX KATO

UX/UI Designer

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TECHNICAL SKILLS

Design thinking, user research, persona development, storyboarding, wireframing, prototyping, usability testing, user flows, interaction design, journey maps, responsive design, brand identity and strategy.

PROFILE

A recent graduate of BrainStation's User Experience (UX) Design program with a background in sports technology who is interested in the intersection of personal health, sport, and technology.

I chose to pursue UX Design, as it offers a unique opportunity to develop solutions to complex problems and ultimately have a positive impact on society.

With my experience in client-facing situations at a fast-paced SaaS tech company, I bring a unique skill set to a product team.

EXPERIENCE

UX/UI Designer | Resiada Inc.

JULY 2022 - PRESENT, TORONTO, ON

- Designed and shipped the existing customer facing interface.
- Responsible ideation and design of existing and new features.
- Implemented and maintaining a central design system leveraging principles from Atomic Design.
- Conducting user research and advocating for a user-centered approach with stakeholders and team members.

Customer Success Manager | PUSH (Acquired by WHOOP)

JUN 2020 - JULY 2021, TORONTO, ON

- Spearheaded enterprise client support leading to an increase in recurring revenue and decreased churn rates.
- Developed educational articles, tutorials, and guides to increase internal team productivity, client satisfaction, and develop greater brand awareness.
- Championed a client-focused approach when collaborating with the sales, marketing, and leadership teams.

Account Manager | PUSH

APR 2019 - JUN 2020, TORONTO, ON

- Structured unique partnerships with high profile clients resulting in increased brand awareness, generating more than $500,000 in total revenue.
- Collaborated with existing and prospective clientele to develop best practices, use cases, industry standards, increasing client satisfaction.

Sales Development Representative | PUSH

NOV 2018 - APR 2019, TORONTO, ON

- Assembled new business leads for Account Managers.
- Investigated and assessed new markets for future development.

EDUCATION

BrainStation | Diploma, User Experience (UX) Design

SEPT 2021 - DEC 2021, TORONTO, ON

The University of Toronto | Bachelors in Kinesiology

SEPT 2013 - 2018, TORONTO, ON

J. Harry Ebbs Achievement Award