SHOHEI ENDO

Web, UX/UI Designer

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TOOLBOX

Wireframing

Prototyping

Interaction Design

Visual Design

Branding

CRO Testing

Figma

Adobe Suite

HTML/CSS

JavaScript

WordPress

Microsoft Clarity

VWO

GA4

EXPERIENCE

Web UX/UI Designer

Corporate Finance Institute. Vancouver, BC

Apr 2022 - Present

- Lead website design, ensuring a user-friendly interface
- Develop a user journey map to comprehend user behavior
- Analyze data with GA4 and heatmaps to identify challenges
- Maintain and evolve the design system in Figma
- Drive ongoing UX/UI improvements through CRO tests

Web Manager

LM Global Enterprise Ltd. Burnaby, BC

Mar 2015 - Feb 2022

- Manage 4+ e-commerce website design cross-functionally
- Lead design team to achieve quarterly OKRs
- Collaborate with marketing to define customer needs
- Implement mobile-first design and build pages using CMS
- Hand-code HTML/CSS to align with optimal SEO practices

Front-end Developer/ Web Designer

eFUSION Co., Ltd, Tokyo, JP

Jun 2012 - Jul 2014

- Constant meetings with clients to understand needs
- Wireframing and drafting designs based on client requests
- Page development using hand coding or CMS (WordPress)
- Create eye-catching promotion banners for advertisements
- Build a landing page targeted personas

EDUCATION

Diploma – Web Designer

HAL TOKYO, Tokyo, JP

Apr 2011 - Mar 2013

- Thorough understanding of Adobe Creative Suite
- Integrate CMS systems, PHP, and MySQL database
- Implement SEO tactics and web marketing strategies
- HTML/CSS coding, JavaScript and jQuery
- Mastering Color Theory and Layout Design