

# Hiro Mejia

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## Multidisciplinary UX Designer

Possesses experience in engineering, and design fields, aiming for the creation of socially impactful, human-centered, and technically feasible designs. Values openness, communication, and teamwork, believing that having a clear goal, and a deep understanding of people are crucial in creating great designs.

## Work Experience

### Capgemini

08/2020 - Present  
Tokyo, Japan

### User Experience Designer

- Co-creates holistic design solutions with UX team, engineering, product management, and business stakeholders.
- Understands and empathizes with users, translating research data into meaningful insights to defend design decisions.
- Ensures that established brand guidelines are consistently applied, while receiving feedback from stakeholders, and iterating within design work.
- Creates and presents documentation, user flows, wireframes, and interactive prototypes to communicate the relevance of proposed design solutions.
- Tests products/services to make product improvements.

#### Projects/Achievements:

- Proposed design improvements for a legacy login/sign-up page, to **increase monthly user acquisition**, and to align with Metlife Japan's updated brand guidelines. Worked closely with developers to help with design implementation.
- Designed a user-facing "portal", where users can review and modify their accounts, to **improve customer engagement**.
- Conducted research, as part of Metlife's Digital Transformation project, on all existing user-facing digital touchpoints to look for possible UI/UX improvements, with the goal of providing **better customer experience**.

### Freelance

02/2018 - 06/2019  
Tokyo, Japan

### Freelance UI Designer

- Designed, and maintained a website for a beauty company; updating landing pages, product pages, contact pages, etc. using PHP, HTML, CSS.

### AWS Japan

08/2016 - 11/2019  
Tokyo, Japan

### Data Center Operations Engineer

- Managed large scale site projects while collaborating and maintaining consistent communication across different teams.
- Lead the re-design for an internal ticketing tool as side project - Created a prototype, conducted tests, and proposed UI improvement suggestions which were eventually implemented and used by Data Center Operations department.

## Genesys

09/2015 - 08/2016  
Tokyo, Japan

## Associate Service Design Consultant

- **Used Service Design Thinking principles** (produced personas, identified pain points, developed user journey maps) to introduce the value proposition, technical details, and business positioning of Genesys solutions to stakeholders, while collaborating with stakeholders to provide a user-centered solution.

## Atos

08/2014 - 09/2015  
Tokyo, Japan

## Microsoft Data Center Technician

- Ensured service availability through the investigation and resolution of device hardware and operating system issues.

## ISFNet

01/2014 - 08/2014  
Tokyo, Japan

## Associate Network Engineer

- Implemented and Managed network connections for customers from various industries.

# Education

## DesignLab

11/2019 - 05/2020

## UX Academy

### UI/UX Design Projects for Design Bootcamp

- Responsive website redesign case study for an animal shelter in Osaka.
- UI/UX design case study for a book management/tracking iOS app.
- UI/UX design case study for adding a social feature for Spotify.

## De La Salle University

05/2009 - 10/2013

## Bachelor of Science in Computer Science with Specialization in Network Engineering

# Languages

English (TOEIC 985pts)

Japanese

Tagalog

# Skills

Design Thinking

UX Design

UI Design

Interaction Design

Visual Design

HTML

CSS

Rapid Prototyping

Bootstrap

UX Research

Sketching

Information Architecture

# Tools

Figma

Adobe XD

Invision

Adobe Creative Suite

Framer

Zeplin

Sketch

Miro