

Sean Shunnosuke Isono

Experience Strategist

With over 5 years of experience in UX/UI and service design, I have worked on projects across diverse industries including telecommunications, retail, automotive, and entertainment. I specialize in bridging business strategy with user-centered design, covering the full spectrum from user research and customer journey design to service prototyping, design system development, and promotion strategy. In addition, I also work as a freelance design consultant, supporting clients ranging from startups to large enterprises with UX/UI design, experience strategy, and web project direction.

Experience

Service / Interaction Designer 1 yr 2024 Oct - Present Accenture Song | Tokyo, Japan

End-to-End Service & Interaction Design for Large-Scale Platforms

I have been engaged in end-to-end service and interaction design for large-scale digital platforms. My role spans from defining UX/UI guidelines and component libraries in Figma, to aligning cross-functional teams on design system governance and implementation. Notably, I contributed to the design and optimization of a nationwide membership super app for a leading entertainment company, ensuring scalability, usability, and brand consistency across multiple services.

Experience Strategist 1 yr 1 mos 2024 Aug - Present Freelance | Tokyo, Japan

UX/UI Design & Experience Strategy for Business Growth

I provide design consulting services for a wide range of clients, from startups to large enterprises. My work spans UX/UI design, experience strategy, and project management, aiming to enhance business outcomes and improve service usability. Recent engagements include directing UX and promotional strategy for a finance-matching platform and managing web projects, where I delivered both strategic guidance and detailed design execution.

Experience Design Consultant 2 yr 4 mos 2022 Jun - 2024 Sep beBit | Tokyo, Japan

Designing New Services and Improve of Existing Services and Sites and Project Management

I engaged in enhancing existing services, from digital platforms to physical marketing materials, leveraging User-Centered Design principles. My role spanned the entire design process, from mapping customer journeys and drafting wireframes to conducting user research, as well as handling project oversight and client engagement. In my most recent project, I played a key role in formulating a novel business strategy for a collaboration with a leading financial entity, directing the design and promotional tactics of a new service. This also included pioneering the early development and marketing efforts for an innovative service by a renowned automotive company. Furthermore, I led human resource initiatives, directing sales assistants in crafting negotiation strategies and preliminary proposals, and served as a recruiter and mentor for new hires.

UXUI Designer / PM 8 mos 2020 Apr - 2022 May beBit | Tokyo, Japan

UXUI design and Promotion Strategy Development and Project Management

I contributed to the design and growth of digital services across multiple industries, from retail and automotive to telecommunications. My work spanned analyzing user research, developing strategies, and translating them into UX/UI designs and service prototypes using agile approaches. Notably, I played a key role in expanding the capabilities of a super-app for a major telecommunications company—growing its features from 5 to 12, which drove a 20-fold increase in users and doubled the daily active user (DAU) rate from under 2% to 4%. I also led promotional initiatives that achieved 1 million downloads by creating an integrated customer journey across media channels, complemented by website and banner design.

Selected Projects

Major Entertainment Company (UI Design, Development)

Joined the initial development of a super-app for a major entertainment company as a UI Designer. In close collaboration with developers and the client, I drove the design of development-ready user interfaces while simultaneously building the design library.

Major Telecom Company (Super App Dev + Promotion Strategy)

Overall management of the project including dev and design team as a PMO from the functional concept design of the app to the UXUI design. Developing the promotion journey of the app and building the app's promotional website, banners and app store screen.

Contact

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🌐 <https://sean-isono.studio.site>

Skills

Project Management

DX Consulting

Experience Strategy / Business Design

Service Design / UX Design

UX Research / Usability Testing

UI Design

Digital Marketing

Tools

Word, Excel, Powerpoint, Figma, Adobe XD, Photoshop, Illustrator, Studio

Language

English (Business Level)
- TOEIC : 885, IELTS : 6.0

Japanese (Native Level)

Education

2015-2020

**Bachelor of Cultural and Creative Studies
(Major: Interaction Design)**

Aoyamagakuin University