



Sondra J Kazama | UX Designer

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A seasoned professional with a non-traditional background encompassing leadership, entrepreneurship and the performing arts, now seeking to apply a diverse skill set to UX design. Integrating expertise in problem-solving, collaboration, customer empathy and a technical foundation in UX design principles, I aim to deliver simple, elegant digital solutions.

SKILLS

Interpersonal Skills
Communication
Problem-Solving
Collaboration

Attention to Detail
Growth Mindset
Divergent Thinking
User Research

User Stories & User Journeys
Prototyping
Usability Testing
Design Systems

WORK EXPERIENCE

ADMINISTRATIVE DIRECTOR 2021 - 2023
City Ballet San Francisco | San Francisco

- Optimized cross-functional communication and collaboration through research and implementation, contributing to improved workflow efficiency and reducing daily operation time by 20%.
- Through an empathetic approach to problem-solving improved customer and team satisfaction while supporting artistic and design initiatives, contributing to a 25% increase in student enrollment and company growth.

CO-FOUNDER, OPERATIONS MANAGER, DESIGNER 2016 - 2023
Tsublu K9 Club | San Francisco

- Coordinated daily operations and business development via cash flow management, implementation of safety protocols, events planning, and customer engagement, resulting in a 5-star rating and ~99% customer retention rate.
- Applied artistic and design expertise to craft brand identity, digital marketing materials and web platforms, to support and fortify marketing efforts and increase company visibility and growth.

DANCER & CHOREOGRAPHER 2008 - 2013
Freelance | San Diego & San Francisco

- Orchestrated arts awareness efforts by launching fundraising, marketing and community outreach initiatives to support dance productions, expand company awareness and increase audience attendance.
- Collaborated with diverse creative and production teams to implement companies' artistic visions, crafting applauded dance works through independent research and iterative rehearsal processes.

PROJECTS

PIZZA CASA TUA Present
Responsive Web App Redesign

- **ROLE:** UX/UI Designer
- **SKILLS:** Competitive Analysis, Mood Board, Wireframing, Prototyping, Usability Testing

EDUCATION

CAREERFOUNDRY
Certificate, UX Design
Online Bootcamp

UNIVERSITY OF CALIFORNIA
Bachelor of Arts, Dance
Riverside, CA

FIDM
Associate of Arts, Fashion Design
Los Angeles, CA