

RYOKO SADOSHIMA

ryokosdesigns@gmail.com | (908) 472-0143

PROFESSIONAL SUMMARY

Former ballerina with 3+ years of UX design and research experience. Proven track record of driving business results through strategic visual execution, cross-functional collaboration, and team leadership at lifestyle brands and startup environments. Bilingual in Japanese and English. Portfolio: ryokosdesigns.com

WORK HISTORY

UX/UI Designer | AaronBux Wealth Management - Remote

11/2024 - 02/2025

- **Designed wireframes and prototypes** of the sign-in and sign-up process for investment mobile app users.
- Created and maintained AaronBux design system patterns and components in Figma.
- **Worked closely with developers** to implement responsive design and create a cohesive experience through the signing in/up process for iOS/Android.

UX Researcher | Tech Fleet - Remote

05/2024 - 07/2024

- **Conducted usability testing** for language learning mobile app to evaluate gamified learning pathways and cultural authenticity, leading to identifying friction points in the user onboarding process and recommending solutions to bring the focus away from colonization and towards celebrating Taíno history.
- **Collaborated with cross-functional teams** including UX designers and developers to translate research findings into actionable design recommendations, aligning user needs and educational objectives.
- **Created participant recruitment content** and surveys to gather insights on user learning preferences.

Visual Marketing Designer | ChaChing Marketing - Remote

06/2025 - 10/2025

- **Founding visual marketing designer** for emerging online marketplace, using market and user research to establish visual standards and product curation strategies across diverse categories from Beauty to Electronics.
- **Worked directly with product, design, and marketing leadership** to bring product curation to life.

Visual Merchandising | Learning Design | Lululemon - Summit, NJ

10/2022 - Current

- **Partners with regional manager to research and develop VM teams**, through empathy-based current state discovery sessions and surveys. Designs interactive digital learning for direct and needs-specific VM training.
- **Collaborates across the company** as part of NA Farm Team, redesigning parts of online retail training programs, such as Human Centered Design, to increase accessibility.
- **Worked alongside the UX Research Team** in co-creations with a focus on optimizing features on PDPs of internal sales applications.
- **Leads VM and customer journey design** using product strategy, layout flow, spatial hierarchy, accessibility, and color theory to drive engagement and conversion. Plans all product presentations, conducting regular inventory assessments, and making data-driven adjustments to optimize traffic flow and user experience.

Ballet Instructor | Sarasota Ballet, New Jersey Ballet, Okamoto School of Ballet

09/2019 - 06/2024

- **Curriculum developer and educator** for children and adults, skilled in communicating complex concepts to diverse audiences, building learning experiences both in-person and virtually.
- **Bilingual instruction capabilities** demonstrating cultural sensitivity and inclusive communication skills.

EDUCATION

University of South Florida - Sarasota, FL

Bachelor of Arts: Psychology

SKILLS

Figma, Adobe Creative Suite, Algolia, Contently, Rise, Miro, Human Centered Design, Powerpoint, UX Design, UX Research, User Interview, Usability Testing

Visual Merchandising Strategy, Cross-Functional Collaboration, Project Management, Team Development, Bilingual (Japanese and English)