

KANAE CLAR

Portfolio: www.kanae.com

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WORK EXPERIENCE

Lela / Rtype Inc, NY Mar 2014 - Sept 2014

Lead UX

Oversaw whole UX process and developed wireframes for an audience segmentation and product recommendation platform.

MetLife, NY Apr 2013 - Feb 2014

IA/UX Designer

Working as an IA/UX designer and researcher to enhance online experiences that drive engagement, increase sales and generate revenue. Main responsibilities: Japanese, global markets and mobile UI.

Lela, Inc., NY May 2012 - Apr 2013

IA/UX Architect

Worked for a tech start-up to deliver intuitive and unique digital experiences. Responsible for product strategy, information architecture, user interface design and implementing them to support business and marketing strategy.

noise - AD agency, NY Apr 2012

Freelance Interaction/UX Designer

Created IxD docs for specific ad agency's clients; JPMorgan Chase, Unilever

Traffic Gallery, Dubai Jan 2010 - Mar 2012

UX Designer/Developer

O2 Interactive Dubai, UAE Feb 2008 - Dec 2009

Sr. Interactive Strategist

Established workflow processes for newly formed company. Developed effective, executable, online strategy and interaction design for integrated marketing initiatives across all channels to meet client business objectives.

R/GA New York, NY Sept 2006 - Mar 2007

Interaction Designer

Created proposals, design documents and supplementary materials such as flow charts, interface schematics and prototypes for L'Oreal and Fidelity. Mainly worked on launching a new online community site for L'Oreal.

OgilvyOne Japan K.K. Tokyo, Japan Sept 2004 - May 2006

Senior Specialist of Interactive Marketing

Provided creative direction and concepts for all online communications that supported company branding and product promotional efforts.

Client: IBM, AXA Direct, KDDI

Axess International Network, Inc. Tokyo, Japan Apr 1996 - Jul 2001

Project Manger - Information Technology, System Solution (1999 - 2001)

Project Coordinator - Agency System, System Solution (1996 - 1999)

EDUCATION

New York University, NY

Master of Professional Studies
Interactive Telecommunications Program
May 2003

Kobe College, Hyogo, Japan

B.A. in Intercultural Studies

Major in Sociology

March 1996

Visa Status : Green Card

(Permanent Residence)

SKILL SET

Expertise

User-Centered Design

Interaction Design

Information Architecture

Usability

Online Marketing

Process

Design Research

Competitive Analysis

Flow Diagrams/Site Maps

Wireframes

A/B Testing

Tools

Adobe Creative Suite

Axure/visio

Google Analytics/ Sitecatalyst

MixPanel

Ms Office

Email Marketing Software

Development Skills

HTML/CSS

JavaScript/jQuery

ActionScript

WordPress/CMS