



Kaori Okamoto

Hi, I am a UX and Visual designer at Mastercard.

I love using design thinking to improve people’s experience with brands.

My Japanese cultural experience helps me refine designs to the essentials making experiences easier for users to understand.

Contact

646 630 6222
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Skills

- Figma
- Adobe XD
- Adobe CC
- Sketch
- User research
- Presentations
- Stakeholder workshops
- Usability Testing
- Wirerframing prototype
- Interaction mockups
- Design system augmentation
- Mobile & Desktop design

Language

- English
- Japanese
- French

Education

B.A. Bunka Fashion Graduate University, Tokyo
April 2006-March 2009

Certification

Google UX Design Certificate
December 2021

Mastercard — UX & VisualDesigner

2022

SCM Project

Redesigning Self Service Configuration Management system (SCM) for issuer, processor, and acquirer (internal and external).

Working with UX team, engineering team, and stakeholders to define and deliver against SCM roadmap.

UX Research: Qual/Quant research (competitor analysis and heuristics), User research and testing, Stakeholder workshops.

Design methods: Daily stand-ups with engineering team and design, Issue definition, ideation, affinity mapping, wireframing, and prototyping(lo-fi, mid-fi, interactions).

Outputs: Stakeholder presentations, User personas, jobs-to-be done, and user stories, User journey maps, New components improving the existing design system and put into production.

Company wide:

- Illustrated MC internal events, providing graphical representations of speakers, topics and main points
- Extensive internal MC training
- Participated in MC CX and Design Guild

Hankyu — Lead UX Designer, researcher

2018 - 2021

Branding, event website Projects

Leading the design team, assigned to planning staging, and implementing UX/UI improvements for event websites.

Designed and led user surveys, translating survey results into insights that increased understanding and empathy for target customers, contributing to a 40% increase in the number of customers on the online shopping site for the pop-up event.

UX and graphic designer/researcher

2014 - 2018

UX researcher and brand designer for companies within: wedding product design industry, travel, and a real estate.

Interviewed customers on their experience to improve net promoter scores and CX satisfaction.

Dentsu — UX researcher, Tokyo

2012 - 2014

Conducted qual and quant research (300+ individual interviews, 1K surveys) determining user satisfaction. Developed and managed consistent quality of research plans and schedules, implementing a detailed internal guidebook establishing best practices.

Led reviews of UX approaches, resulting in notable quarterly gains. Presented survey data to finance directors and engineering teams.

Collaborated with UX/UI designers and dev team to make informed design recommendations, achieved 35% lift in user satisfaction. the Tokyo Olympic Committee, four marathon committees, 10 sports associations, 30 million monthly website users.