



Kaori Okamoto

UX DESIGNER

Details

6466306222

kaoreen4@gmail.com

Website / Portfolio

kaoreen.com

[About Design Thinking](#)

Skills

Adobe CC

Adobe XD

Sketch

Figma

User Research

Presentation

User-Testing

Wireframing & Prototyping

Mobile & Desktop Design

Digital illustration

Motion animation

Responsive Website

Content Strategy

Interaction Design

Motion graphic

Languages

English

Japanese

UX Designer

Hi, I am UX and visual designer from Japan currently working in NYC on a visa.

I have recently obtained my Google UX Design Certificate in NYC and am looking to expand my experience in the New York market.

Employment History

UX designer, UX Researcher, Hankyu Department Store, New York

OCTOBER 2019 – FEBRUARY 2022

Assisted in planning, staging, and implementation of UI/UX improvements and anthropomorphic animation integration, motion graphic.

Worked with UX team management to create user interview worksheets, personas, scenarios, user journeys, story maps, user flows, and user testing worksheets. Conducted Qualitative research and Quantitative research, Launched new 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.

Graphic Designer / UX researcher , Freelance, Tokyo , New York

APRIL 2014 – 2022

Working as a UX resercher and branding designer for a wedding product design company, a travel agency, and a real estate company in Japan.

Won 18 new accounts by wedding products design works.

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

UX researcher, Dentsu, Tokyo

JANUARY 2012 – FEBRUARY 2014

Contributed significantly to nearly all design decisions for:

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

Conducted Qualitative research and Quantitative research (nearly 300 individual interviews and 1,000 surveys) to determine user satisfaction. Developed, managed, and ensured consistency of quality of research plans and schedules, implementing a detailed internal guidebook establishing best practices. Presentation, and workshop for internal users.

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

Education

B.A., Bunka Fashion Graduate University, Tokyo

APRIL 2006 – MARCH 2009

Fashion marketing, Web design

Courses

Google UX Design Certificate, Google

SEPTEMBER 2021 – DECEMBER 2021