

# Ayako Matsuo

## UI Designer

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Berlin, Germany \*open to remote

## PROFILE

UI designer with a background of small business owner in textile, interior industry.

Wide range experience in designing pattern, social media marketing, editing images, e-commerce, running workshop with over 100 people in total.

Creative person with flexibility, analytical proficiency and bringing ideas into visual work.

## SKILLS

User Interface  
Wireframing  
Prototyping  
User interview  
User persona  
User research  
Usability test

## TOOLS

Figma  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign

## EDUCATION

UI design certificate  
2024 | Career Foundry  
4 months of UI design study, resulting in end to end of 4 applications.

Bachelor of Commerce  
Kansei Gakuin University (Japan)

## LANGUAGE

English : Fluent  
German : B2  
Japanese : Native

## PROJECTS

### UX/UI design - Personal Project

Tiara | Responsive website / fragrance shop  
Jan 2024 | Berlin, Germany

- Conceptualised fragrance shop e-commerce by conducting user research and usability test to create aesthetic and user friendly website.
- Designed 3 sizes of screens to ensure the user experience remains friendly and accommodating, meeting the demands of mobile-centric lifestyles seamlessly.

### UI design - Personal Project

MOCO | Native app / museum app  
Dec 2023 | Berlin, Germany

- Designed 30 high-fidelity screens and mockups for each Android and iOS version by following each guidelines.
- Conducted prototyping test with Android and iOS users to create seamless user friendly app.

### UI design - Personal Project

SOUND | Mobile app / 80s music app  
Oct 2023 | Berlin, Germany

- Applied user centred design process to design mobile music app.
- Conducted competitor analysis, usability test with potential users to gather invaluable research data.

## WORK EXPERIENCE

Textile designer/maker | Small business <https://itoitoitoito.com/>  
Aug 2015 - Present | Berlin, Germany

- Produced timeless textile home decorations from material selection to hand-colouring wools, resulting in one of the products being nominated for the Etsy Design Award 100 in 2022.
- Organised a tufting workshop, distinguishing it from competitors by utilising hand-dyed materials, fostering excellent customer communication, and earning positive reviews from attendees.
- Managed all aspects of online shop operations, including photography, editing, and customer service, ensuring a seamless and satisfying shopping experience for customers across various platforms.
- Collaborated closely with artists to translate their artwork into carpet designs, resulting in successful partnerships and unique product offerings.

### Sales | H.I.S. travel agency

Apr 2013 - Apr 2015 | Osaka, Japan

- Strategised personalised travel itineraries for clients, resulting in enhanced customer satisfaction and repeat business.
- Employed swift decision-making and maintained clear communication channels with customers, leading to maximise sales within the branch office.