

Ayako Matsuo

UI/ Visual Designer

✉ ayakomatsuo.oo@gmail.com

🌐 <https://ayakomatsuo.com/>

in <https://www.linkedin.com/in/ayakomatsuo/>

Be <https://www.behance.net/ayakomatsuo>

📍 Berlin, Germany *open to remote

PROFILE

UI visual designer with a background of small business owner in textile, interior industry for 8 years. Wide range experience in designing pattern, social media marketing, e-commerce.

Creative person with flexibility, problem-solving skill and bringing ideas into visual work.

SKILLS

Wireframing
Prototyping
Micro animation
CSS
User interview
User persona
User research
Usability test

TOOLS

Figma
Fig Jam
Adobe Creative Suite -PS/IL
Cargo collective
Google slides

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 : Proficient
German : Intermediate
Japanese : Native

WORK EXPERIENCE

UX/UI designer | Freelance

E.A.B Apr 2024 - Present | Berlin, Germany

E.A.B (art bank/Web3.0 blockchain project) is a culture startup for protecting copyright of artists and musician. I'm a UI designer of the startup team.

- Created user flow and wireframe for a pitch to present the project to stakeholders.
- Conducted market research and competitor analysis.

PROJECTS

UI visual design - Mobile app

Onomatope | education app
May 2024 | Berlin, Germany

- Developed a Katakana learning mobile app leveraging kinetic typography to enhance user comprehension.
- Implemented visual design principles that enable users to understand meanings through animation and typography, beyond basic alphabet learning.

UX/UI design - Redesigned personal business website

ITO | textile products e-commerce
Apr 2024 | Berlin, Germany

- Conducted comprehensive user analysis using Google Analytics to identify entry points, device usage, and user behaviour patterns.
- Developed detailed user personas based on data analysis and personal insights to tailor the website design to the needs and preferences of the target audience.

UX/UI design - Responsive website

Tiara | 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.

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.
- 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.
- Designed and implemented the company website, enhancing online presence and improving user experience through effective design and functionality.
- Collaborated closely with artists to translate their artwork into carpet designs, resulting in successful partnerships and unique product offerings.