

Ayako Matsuo

UI visual Designer

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📍 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
A/B testing

TOOLS

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

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 : Basic
Japanese : Native

WORK EXPERIENCE

Ura design June 2024 - Present | Berlin, Germany
Freelance UI visual designer

- Design and develop visually engaging websites, page layouts, and print materials for open-source projects.
- Collaborate closely with the lead designer to maintain brand consistency and innovative design solutions.
- Work directly with developers to ensure seamless implementation of UI designs and user-friendly interfaces.
- Contribute to projects that prioritize transparency, accessibility, and community impact in the open-source space.

The weather Sep 2024 - Present | Berlin, Germany
Freelance UI designer

- Develop mood boards and style tiles to establish visual direction for projects.
- Lead the design of first-page concepts to set the foundation for creative direction.
- Collaborate with a team of designers, integrating feedback to refine and finalize designs.

DESIGN PROJECTS

UI visual design - Mobile education app
Onomatope | education app [Link](#)
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 - Responsive website
Tiara | fragrance shop [Link](#)
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.