

# Victor Takeshi Akimoto

## UX/UI Designer

+55 (11) 97573-2333 | [victorakimoto@gmail.com](mailto:victorakimoto@gmail.com) | Itu / SP

LinkedIn - [www.linkedin.com/in/victorakimoto](https://www.linkedin.com/in/victorakimoto) | Portfólio - [victorakimoto.vercel.app](https://victorakimoto.vercel.app)

## Objective

Work as a UX/UI Designer, applying my skills in sustainable design, AI-driven product enhancement, and user research to create intuitive and effective user experiences across various platforms.

## Summary

I am a UX/UI Designer focused on creating intuitive, user-friendly, and engaging products and systems by aligning user needs with business goals. My work spans from research and strategy to prototyping, testing, and final delivery.

I have experience in projects integrating artificial intelligence, sustainable design, and user-centered solutions. I developed an inspection app that reduced costs by eliminating the need for third-party apps and increased user retention through a simplified and intuitive design. Additionally, I designed innovative solutions for the circular economy, promoting ESG values and positive environmental impact.

My approach combines empathy, creativity, and critical thinking to solve complex problems in an innovative way. I am proactive, adaptable, and collaborative, with strong communication and teamwork skills, ensuring that solutions meet user needs and create a positive business impact.

## Technical Skills

Design Thinking | User Research | User Interface | Design Systems  
Usability Testing | Persona Creation | Prototyping | Flowcharts | Wireframes

## Professional Experience

### Product Designer

IAra | Jan/2024 - Dec/2024

- Designed the product from start to finish, integrating artificial intelligence for research analysis using the Fit for Purpose model.
- Conducted research with agile professionals and leaders, identifying pain points and needs, and implemented a solution that reduced research time by 76% through AI automation.
- Selected the ideal AI model and developed prompts to ensure accuracy and efficiency.
- Designed and delivered all interface screens, ensuring an intuitive experience aligned with user needs.
- Collaborated with stakeholders and the technical team to validate and deliver a functional, high-quality product.

## UX/UI Designer

Octa - Circular Economy | Aug/2022 - Dec/2023

- Designed sustainable UX solutions in the automotive dismantling sector, focusing on circular economy and ESG values.
- Conducted user research to understand needs and behaviors, developing eco-friendly design solutions.
- Created wireframes, interactive prototypes, and conducted usability testing to ensure an optimized user experience.
- Worked closely with development and marketing teams.
- Applied agile methodologies (Scrum) to ensure fast and effective deliveries.

## UX/UI Designer

Sharebook (Volunteer Project) | Nov/2021 - Feb/2023

- Designed an intuitive and engaging platform to promote book donations, focusing on a user-centered experience.
- Conducted research with donors and recipients to understand their needs and behaviors, applying insights into wireframes and interface designs.
- Implemented creative solutions that increased user engagement by 32%, boosting participation in the platform.
- Developed visually appealing and functional interfaces, prioritizing usability and accessibility.
- Collaborated with multidisciplinary teams to ensure the product aligned with business objectives and user expectations.

## Education

### Graphic Design

Universidade Anhembi Morumbi - SP | Associate Degree  
2020-2021

## Courses

**Bootcamp**  
**UX/UI Design**  
Awari - 2022

**Figma**  
**Course**  
Felipe Santana - 2023

**Scalable Design Systems in Figma**  
Felipe Santana - 2024

## Languages

**English**  
Proficient

**Japanese**  
Fluent

**Portuguese**  
Native

## Projects

### Reality Race

Personal Project - [www.realityrace.com.br](http://www.realityrace.com.br)

A brazilian platform that tracks the real-time growth of reality show contestants' followers, featuring an intuitive interface and responsive design for a seamless user experience.