

Victor Takeshi Akimoto

UX/UI Designer

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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

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.