
ARISA KATO

Product Designer

[Portfolio](#) / [Linked In](#)

Edmonton, CANADA

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+1(587)991-2791

Expertise

Problem Solving (Kaizen)
User Research
Customer-Oriented
Approach
Digital Marketing
Data Business Intelligence
Communication Skills
Team Building

Tools

Power Point
Excel
Power BI
Figma
Figjam / Miro
Notion
Adobe Premier Pro

Education

UI/UX Design Certificate
CarrerFoundry, Online
Dec.2023 - Jul.2024

Digital Marketing Courses
Bellevue College, USA
Sep.2018 - May.2019

**Bachelor's degree in
International Relationships**
Ritsumeikan University,
Japan
Apr.2015 - Mar.2020

Profile

"A Product Designer passionate about leveraging the power of design to solve problems and contribute to a high quality of life with a seamless world. With a background in supporting African distributors in the automotive industry, bring a unique perspective and skill set to both B2B & B2C fields."

UX Project

UX Designer for CRM System for Dealers (Case Study) : *Jun.- Jul.2024*

- Defined an operational flow through the system with customers.
- Prioritize user needs to create a minimum viable product (MVP).
- Designed mockups that visualize data and tasks.

UX Designer for Internal Portal Site : *Jan.- Jun.2024*

- Clarified the problem and defined problem-solving with colleagues.
- Conducted user research for content planning.
- Created a sitemap that centralizes information everyone wants to know.
- Created a portal site prototype incorporating visualization using BI tool under the human-centered design principle.

Experience

Digital Marketing Consultant, Toyota Tsusho : *Apr.2023 - Jun.2024, Japan*

- Supported TOYOTA distributors in all countries in Africa
- Created a transformative Customer Experience (CX) by 2030, and formulated strategies to actualize this CX.
- Concreted a desired CX for CRM enhanced through digital technology

Vehicle Sales Trainee, Toyota Mobility Tokyo : *Nov.- Dec.2023, Japan*

- Managed customer data and promoted repurchase using CRM system in Japan.
- Conducted interviews to understand why customers don't use the TOYOTA app to strengthen customer relationships.

Supply & Demand Management, Toyota Tsusho : *Apr.2020 - Mar.2023, Japan*

- Ordered new vehicles to manufacturers after understanding market conditions and demand across various African countries.
- Understood the status of the supply chain and explained the background of insufficient supply to dealers.

Internship, One Eighty Foundation : *Jul.- Sep.2018, Seattle USA*

- Searched for companies and organizations willing to donate items for a fundraising auction event through web searching.
 - Delivered clothing and food to people experiencing homelessness.
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