

# HIROKO BOUZAS

## UX/UI Designer, Web Developer

UX/UI design professional with +10 years of experiences from full stack designer in IT startups to lead UX designer in a leading company.

I bring creative problem-solving approach and engineering logical perspective together to create simple but elegant products.

My overseas work experience has provided me deep empathy over culture differences, which fuels my passion to craft inclusive and intuitive experience for people.

## Experience

### **Chief UX Designer** 2018 - Present

U-NEXT.Co.,Ltd. / Tokyo Japan

- Lead product design team to provide intuitive and coherent user experience of complexed cross platformed application.
- Manage team tasks, support team members.
- Lead Design System Project, collaborating with stakeholders and engineers.
- Plan and conduct User researches, tests, interviews with UX researchers, provide the best solutions according to the results.

### **Freelance Designer, Web Developer** 2014 - Present

- Design consultation, branding for small businesses, startups.
- Project management, Art direction, scheduling, budget adjustment.
- UX/UI design for digital products, Graphic design, Illustration.

### **Chief Designer** 2016 - 2018

Zweispace Japan / Tokyo Japan

- Responsible for all the design materials of the company, supervised design consistency across products.
- Comprehensive design work from defining user stories to final products, considering usability and development efficiency.
- Front-end web development.
- Managing SEO for web based products, web advertisements such as Google AdWords, Facebook Ads, affiliate marketing.

### **Chief Designer, Front-end Developer** 2015 - 2016

Nex-pro / Tokyo Japan, Yangon Myanmar

- Responsible for all the design materials of the company.
- Educated design fundamental to Yangon's front-end development/design team through projects, managed and supervised them both in Yangon and Tokyo.
- Front-end web development.
- Involved in web marketing projects using LP and web advertisements such as Google AdWords, Facebook Ads, affiliate marketing.

### **Graphic Designer, UX/UI Designer** 2013 - 2014

Studio SPEC / Sydney Australia

- DTP design to transform complex information in simple way.
- Teaching small class of graphic design foundation course.
- UX/UI design for website, web application.

### **Graphic Designer** 2008 - 2012

UCHINO Life Style Designing / Tokyo Japan

- Delivering graphic design, product design, package design for big named brands such as Walt Disney Japan.
- Learned principal idea of working as a team.

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## Language

Japanese Native

English Fluent

French Conversational

## Work Condition

Eligible to work within European

Union

## Skills

User Research, Experience strategy, Information Architecture, Wire-framing, Interface Design, Responsive Web Design, Graphic Design, Design Consultation, SEO Management, Web Marketing, HTML, CSS, SASS, LESS, JavaScript, GitHub

## Education

### **First Certificate in English (FCE)**

Cambridge Examination / Sydney Australia

2013

### **Bachelor of Arts /**

### **Visual Communication Design**

Musashino Art University

Tokyo Japan

2004-2008