



Naomi Hasegawa | UI Designer

contact@naomihasegawa.com

+31 6 4122 0914

Deventer, The Netherlands  
Open to remote/relocation

naomihasegawa.com

behance.net/nhasegawa

linkedin.com/in/naomihasegawa

## Tools

Figma, Balsamiq,  
Adobe Photoshop, InDesign,  
Premiere Pro, Lightroom

## UI/UX Design Skills

User Research, Competitor Analysis,  
SWOT Analysis, Persona Creation,  
User & Usability Testing, User Flow  
Creation, Wireframing, CSS, basic  
HTML and JavaScript

## Further Skills

Photography, Film & Editing, Fine Art  
in varying mediums, Illustration,  
Content Creation, Social Media  
Management (Instagram), Branding

## Soft Skills

Creative Problem Solving, Visual  
Storytelling, Presentation, Empathy,  
Multicultural Collaboration, Critical  
thinking & Feedback Transformation

## Languages

English, Dutch, Spanish Polyglot  
German Limited working proficiency  
French, Japanese Basic proficiency

## Education

Careerfoundry UI Design  
(Specialization: Frontend for  
Designers)  
Rest entirely self-made

I'm focused on creating functional  
solutions through elegant design.

From entrepreneurial Webdesigner with a broad skillset, to a focused UI Designer raising the standard: skills and 4+ years of experience in translating client stories into visual identities. A critical eye with an exceptional feel for elegant design.

## UI/UX Designer | 2023 - Present

Case studies created for Careerfoundry UI Design course

Notable UI Design projects include:

- A native (re)design for a Patagonia app, focusing on functions that underline the brand's philosophy and support their mission, creating more value for the planet.
- Shift: A productivity app, creating a solution to the current state of overwhelm in most people and supporting their efficiency.
- Plutus: A moneysaving app that supports users in their short- and long-term moneysaving goals by providing easy solutions to set goals and track their progress.

## Freelance Designer at naomihasegawa.com | 2019 - Present

A small design business offering webdesign, branding, illustration, photography and film. Working with clients across Europe, Immersing in the client's world and creating an identity that is a true reflection of the client.

Notable projects include:

- A website for Prunier x Churchill limited edition Cognac, including brand photography and film, creating a story for
- An eCommerce website for Juno-Drinks Kombucha, including label design for several flavors, watercolor illustrations and product photography, creating their entire virtual presence.
- A website for award-winning writer Philip Marsden, which helped promote a new book release.
- A website for English artist Richard Hoare, including brand- and event photography, promotional film, social media setup and management for one year as well as streamlining digital processes, which not only greatly increased efficiency, but also helped the artist get picked up by Messums Gallery London.