

Yoshio Kaneko



 Indicates the works in my portfolio

EXPERIENCE

UI/UX Product Designer

Ittend - Freelance

June 2024 - Present, Tokyo & Shanghai

- By coaching the design team on Flutterflow internally, we successfully accelerated the design development cycle of creating a personal chef app (**Shitatuzumi**) within 2 months.
- We conducted usability tests with 5 users to significantly improve the UX of the date and time reservation feature. With the app environment optimized, we are now focusing on recruiting chefs to prepare the initial launch.

UX Researcher

Askable - Freelance

April 2023 - Present, Tokyo

- Compare and conduct user research on how to apply and use eSIM in different countries (USA, Canada, UK, Japan).
- Proposed an online ID verification method that reduced offsite eSIM applications by 22% within one month of implementation.

UI/UX Designer

Scopenext - Full-time

Sep 2022 - Feb 2024, Tokyo

- ANA GranWhale** - Learned and integrated design system from Photoshop to Unreal Engine for metaverse platform, resulting a smoother collaboration between internal UI designer and external game developers.
- Contributed usability testing to add community features that changed the whole gaming experience. (25% ↑ of players with 15+ min login time.)
- ANA NFT Marketplace** - Influenced the board to create a platform that retains virtual item's value.
- Lead a design team of three to create design system, IA of cryptocurrency transaction on e-commerce site.

Front-end developer

Edia - Full-time

April 2021 - Sep 2022, Tokyo

- Junior role in developing a School lunch's nutrition management app.

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INDUSTRY KNOWLEDGE

Product Design
User Interface
User Experience
Interaction Design
Wireframing
Rapid Prototyping
Design Research

TOOLS & SKILLS

Figma, Flutterflow, Webflow,
Miro, Google Analytics,
HTML, CSS, Javascript, Ruby

LANGUAGES

Japanese (Native)
Chinese (Native)
English (Native)

EDUCATION

Intermedia Art and Science

Waseda University

2015 - 2018, Tokyo

Fashion Creation

Bunka Fashion College

2017 - 2019, Tokyo

Web Development

Le Wagon Tokyo

2023 - 2024, Tokyo