

PROFILE

Hi, I'm Azusa Watanabe.
Senior designer with 7+ years of experience in the industry and specialized in Interaction Design.
I deliver creative, simple and elegant solutions for complex problems and customer's needs.

DETAILS

☎ +34 674 948 877

@ azusawat@gmail.com

🏠 Portfolio: <http://azusa.design>

in [linkedin.com/in/azusawatanabe](https://www.linkedin.com/in/azusawatanabe)

LOCATION

📍 Barcelona, Spain

LANGUAGES

Portuguese

Spanish

English

01. Experience

Naturitas 2017 - 2018

UX/UI Designer

- User research, ideation, developing wireframes, test and executing complex design concepts like check-out, pickup delivery and so on.
- Lead design projects with DEV team from problem definition to launch
- Branding development: visual guidelines, design system, UI elements and communication tone

iLovee 2014 - 2017

Design Manager

- Conceptualised and executed all the designs for the actual platform
- Design Sprint and co-creation with customers to reveal product insights
- Management of design team activities, performance and feedback
- Developed and evolved the Branding Strategy & Design Guidelines
- A/B tests for Marketing advertising, highly result-oriented

Dinda & Baby 2013 - 2014

Design Manager in Dinda - Visual designer in Baby

- Brand consultant in the transition for new Voice & Design
- Hands-on applying the new Branding in a omnichannel level
- Created and coordinated the recently formed design team, managed the quality and deadlines with others teams
- Art direction for newsletters, videos, social media and advertising banners

Amaro 2013

Visual Designer

- Responsible for delivering the entire design experience
- Branding Strategy development working with other teams to decide Photography, Design and Marketing guidelines
- Taking the lead in developing Photography and Fashion Art Direction
- Build a Design team in a start up environment, dynamically improving processes

Privalia 2010 - 2013

Visual Designer

- Created Email Marketing campaigns, Google & Social Media materials
 - In charge of applying Branding guidelines in a creative way
 - Development of Email Marketing campaigns, focused on KPI's
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02. Education

Federal Technological University of Paraná 2004 - 2009

5 years of Graphic Design's degree

University of California, San Diego 2017-2018

1 year Specialisation in Interaction Design, Coursera

Designing & Analyzing Experiments, Research & Prototyping, Information design, Interaction Design & Human-Centered Design



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03. Skills

Visual *Excellent working knowledge*

Sketch • Photoshop • Illustrator • Indesign

Prototyping *Good working knowledge*

Invision • Balsamiq • Flinto • Zeplin

Technical *Basic working knowledge*

HTML • CSS • SEO • Universal Analytics

Methodologies & Research *Good working knowledge*

Agile • Scrum • Design Thinking • Google Design Sprints
User interviews • Usability testing • Wireframing • A/B testing

Personal

Proactivity • Team working • Ownership • Creativity
Problem solving • Critical thinking • People management

04. Hobbies

Music

To listen all about 70's
Singing for fun

Arts

Visit modern art exhibitions

Travel

Get to know many cultures as possible

Food

Discover best veg restaurants in town