



## EXPERIENCE

- **Privalia - Veepee** 2018 - 2021  
Senior UX Designer  
From concept until MVP launch for a new search  
Execute UX/UI projects for Checkout, Product Catalogs, Filters and Home page  
Responsive web and native apps
- **Naturitas** 2017 - 2018  
Product Owner  
Senior UX Designer  
Complete e-commerce platform redesign  
UX/UI responsible for all 4 countries  
From concept until last detail development  
A/B tests experiments  
Product strategy and iteration  
Sprints prioritization and follow up
- **iLove.e** 2014 - 2017  
Design Lead
- **Dinda & Baby** 2013 - 2014  
Design Lead
- **Amaro** 2013  
Graphic Designer
- **Privalia** 2010 - 2013  
Graphic Designer

## EDUCATION

### Specialisation in Interaction Design 2017 - 2018

University of San Diego

### Graduation in Graphic Design 2004 - 2009

Federal Technological University of Paraná

## PROFILE

I'm Azusa Watanabe, senior UX/UI designer. I deliver simple and elegant solutions for users needs.

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## DESIGN SKILLS

User experience

User interaction

Prototyping

User research

Data analytics

Design system

Wireframing

Mobile iOS & Android

Responsive web

Branding

## TOOLS

Sketch / Figma / Zeplin

Protopie / InVision

Balsamiq / Miro

Hotjar / Lookback

Google Analytics / Mixpanel

HTML&CSS / Photoshop

JIRA / Trello / Notion