



EXPERIENCE

- Privalia - Veepee** 2018 - 2021
Senior UX Designer
Concept until MVP launch for a new search Designer at products like Checkout, Sales catalogs and Home page
Privalia UX/UI migration coordinator
- Naturitas** 2017 - 2018
Product Owner
Senior UX Designer
Complete e-commerce platform redesign
UX responsible for all 4 countries
From concept until last detail development
A/B testing 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, remote
- 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 complex problems.

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DESIGN SKILLS

- User experience
- User interaction
- Prototyping
- User research
- Data analytics
- Design system
- Wireframing
- Mobile native
- Responsive web
- Product strategy

TOOLS

Sketch	<div><div></div><div></div><div></div><div></div><div></div></div>
Figma	<div><div></div><div></div><div></div><div></div><div></div></div>
Zeplin	<div><div></div><div></div><div></div><div></div><div></div></div>
Protopie	<div><div></div><div></div><div></div><div></div><div></div></div>
InVision	<div><div></div><div></div><div></div><div></div><div></div></div>
Hotjar	<div><div></div><div></div><div></div><div></div><div></div></div>
HTML/CSS	<div><div></div><div></div><div></div><div></div><div></div></div>