

Aya Imamura

Aya Imamura · Product Designer (UX/UI) · <https://ayaimamura.de/ux/>

Product Designer (UX/UI) with over a decade of experience in visual communication design. I connect user research and information architecture with typography, interaction design and multilingual content to make complex information easier to understand and use. With hands-on front-end implementation experience, I work across research, design and delivery, balancing user needs, brand identity and technical constraints.

SELECTED PROJECTS

Liesl — Website Redesign

Independent UX/UI Designer & Front-end Developer · Client project

- + Independently redesigned and developed a hospitality website, using customer observation, competitor analysis and analytics to prioritise mobile access to essential information, including opening hours, menus and location.
- + Replaced WordPress with a lightweight, custom-built website, eliminating recurring CMS maintenance notifications. Improved accessibility through semantic HTML, clearer information hierarchy and contrast adjustments, while creating a distinctive digital expression of the venue's identity.

VELA — Mobile App UX Case Study

UX Designer · Concept project

- + Conducted seven user interviews and competitor analysis, identifying that the central challenge was not missing weather data but users' difficulty interpreting it confidently.
- + Built an offline-first card-sorting tool and conducted five remote sessions to inform dashboard information architecture, category labels and safety-related content priorities.
- + Used remote and field usability testing to introduce persistent bottom navigation, improve touch targets and replace "Alert" with "Vela Signal". Follow-up testing indicated clearer comprehension and reduced hesitation.

FITTED — Mobile App UI Case Study

UX/UI Designer · Concept project

- + Designed a self-care experience that allows busy desk workers to try a 5–10-minute exercise without prior setup. Designed one-tap Start, a 10-minute Snooze option and configurable Quiet Hours to accommodate meetings and changing schedules.
- + Developed user flows, Figma prototypes and reusable UI components, including weekly activity bars and a 30-day heatmap to visualise exercise volume and consistency at a glance.

PROFESSIONAL EXPERIENCE

Selected Freelance Engagements

Visual Designer / Brand & Web

Berger & Baumeister (2022–Present)

- + Developed consistent customer-facing communication across web, social media and print, connecting brand identity with clear information and audience needs.
- + Independently managed visual design, photography, copywriting, website updates and print production across multiple channels.

Content Designer / UX Writing & Localisation

homify GmbH (2015–2025)

- + Localised over 1,100 articles and UX microcopy for Japanese audiences, adapting content, terminology and tone to linguistic and cultural expectations.
- + Refined navigation labels, content hierarchy and SEO language to support clearer information pathways and content discoverability.

Information Designer / Editorial Systems

FBC Business Consulting GmbH (2021–2022)

- + Translated complex business information into accessible charts, infographics and editorial layouts, prioritising key insights and readability.
- + Developed reusable templates and consistent information hierarchies to standardise editorial production across digital and print.

Japanese Market Localisation & Content Designer

Gutenacht Media GmbH · Entertainment app (2017–2018)

- + Localised content for a German-language entertainment app entering the Japanese market, improving clarity, cultural relevance and readiness for launch.
- + Researched Japanese competitors, domain options and naming directions to inform product positioning and communication strategy for the app's market entry.
- + Created Japanese content design materials to communicate the app's purpose more clearly to its intended audience.

In-house Graphic Designer & Creative Assistant

Watanabe & Margulies GbR · Hospitality (2016–2018)

- + Designed flyers, menus and other customer-facing print materials with clear information hierarchy, typography and brand consistency.
- + Translated operational and communication needs into practical visual assets, from concept development to print-ready production.
- + Created interior accessories and presentation elements to reinforce the venue's visual identity and atmosphere.

SKILLS

UX Research & Strategy

User Interviews · Competitor Analysis · Card Sorting · User Flows
Information Architecture · Usability Testing

UI & Interaction Design

Wireframing · Interactive Prototyping · Responsive Design · Design Systems
Typography · Accessibility

Content & Information Design

UX Writing · Content Hierarchy · Localisation Strategy
Cross-cultural Communication · Information Visualisation

Tools & Implementation

Figma · Adobe Illustrator · InDesign · Photoshop · HTML · CSS · JavaScript
VS Code · Antigravity · MCP-based Workflows · Figma Context Automation

Languages

Japanese (Native) · English · German

EDUCATION	2024–2025	CareerFoundry Certificate in UX Design
	2014–2015	University of the Arts Berlin (UdK) Overseas Research Program, supported by the Pola Art Foundation Subject: Gender & Queer Theory in Visual Media
	2006–2008	Kyoto Seika University M.A. in Fine Arts (Printmaking) Scholarships: Japan Arts Foundation, Kato Sadamu Foundation

CONTACT

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