

Aya Imamura

As a Visual Communication & UX Designer, I have expanded my practice across print design, photography and photo editing, web design, content creation, social media strategy, and UX design. Over time, my focus has evolved from designing communication to designing experiences.

My strength lies in connecting a brand's identity and atmosphere with the way people see, understand, and experience it through visual design, language, and clear information structure.

See selected projects in [my portfolio \(https://ayaimamura.de/ux/\)](https://ayaimamura.de/ux/) or email me at ayaimamura@proton.me

Experience

- 1 Brand Communication Designer / Creative Lead**
Berger & Baumeister · Natural wine & food hospitality (2022–Present)
 - + Developed a multi-channel brand communication system for a neighborhood wine bar across social media, web, Google, Raisin natural wine app, local platforms, and printed materials.
 - + Independently led end-to-end creative production, including photography, video, copywriting, visual design, website updates, event communication, social media structure, and print assets.
 - + Unified multiple channels into a coherent brand ecosystem, strengthening visibility, recognizability, and audience-specific communication while expressing the bar's warm, cultural, food- and wine-centered identity.

- 2 Editorial and Information Designer**
FBC Business Consulting GmbH · Business news media (2021–2022)
 - + Improved production efficiency and brand consistency for a business news publisher by standardizing editorial outputs across web and print with reusable templates.
 - + Designed newsletter and campaign assets around clear content priority and calls to action, delivering production-ready files in multiple formats.
 - + Created conclusion-first charts and infographics that translated complex reports into at-a-glance insights.

- 3 Content Designer and Localization Specialist**
homify GmbH · Architecture, interior design content platform (2015–2025)
 - + Improved campaign performance with CTR up 140% and CVR up 85% by rewriting machine-translated content into culturally adapted Japanese UX copy for an architecture and interior design audience.
 - + Translated and localized 1,100+ articles and UX microcopy from English to Japanese, improving clarity, tone, and cultural fit.
 - + Researched SEO terms and applied long-tail keyword strategies to increase organic search visibility and content relevance.
 - + Improved link labels and microcopy to make content pathways clearer and more usable for Japanese users.

Experience

- 4

Japanese Market Localization & Content Designer

Gutenacht Media GmbH · Entertainment app (2017–2018)

+ Localized content for a German-language entertainment app entering the Japanese market, improving user-facing clarity, cultural fit, and launch readiness.

+ 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 that translated product intent into clearer market-facing communication.
- 5

In-house Graphic Designer & Creative Assistant

Watanabe & Margulies GbR · Hospitality (2016–2018)

+ Improved customer-facing touchpoints by designing flyers, menus, and printed assets with clear hierarchy, typography, and brand consistency.

+ Translated operational and communication needs into usable visual assets, producing materials from concept development to print-ready execution.

+ Strengthened the visual identity and atmosphere of the space by creating interior accessories and presentation elements.

Skills

Core Skills

Visual Communication Design · Information Design · UX/UI Design · User Research · Information Architecture · Wireframing · Prototyping · Accessibility

Content & Localization

UX Writing (JP/EN) · Localization Strategy · Cross-cultural Communication · SEO/SEM · Brand Tone · Content Hierarchy

Brand & Graphic Design

Typography · Layout Systems · Brand Identity · Print & Digital Assets · DTP & Prepress · Licensed Calligraphy Instructor · Silkscreen Printing

Tools & AI Workflows

Figma · Adobe Creative Cloud · VS Code · Basic HTML & CSS · AI-assisted Workflows · Antigravity · MCP-based Workflows

Languages

Japanese (Native) · English (Fluent) · German (B2)

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. Fine Arts, Printmaking Scholarship: Japan Arts Foundation, Kato Sadamu Foundation