

Aya Imamura

Multilingual UX/UI designer with a background in visual communication, localization, and content design. I translate complex information into clear, accessible user flows, combining editorial precision, cross-cultural communication, and visual hierarchy to create product experiences that build trust and clarity.

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

Experience

- 1 Brand and Web Designer**
Berger & Baumeister · Natural wine & food hospitality (2022–Present)
 - + Grew Instagram followers from 200 to 1,000+ in 8 months by building a consistent brand experience across social, web, and in-store touchpoints.
 - + Increased monthly web impressions to 23.6K and sessions to 1.7K by improving website clarity, information hierarchy, and UI presentation.
 - + Defined tone of voice and produced photo, video, and campaign assets to improve recognition, discoverability, and brand consistency.
- 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 UX 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 **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

UX / UI Design · User Research · Wireframing · IA · Prototyping
Accessibility · Interaction Design · Basic HTML & CSS

Tools & AI

Figma · Miro · Adobe CC · Sketch · VS Code · Antigravity · MCP-based Workflows · Figma Context Automation

Content & Localization

UX Writing (JP/EN) · Localization Strategy · SEO/SEM · Brand Tone

Tools & AI

Typography · Layout Systems · Brand Identity · Print & Digital Assets · Campaign Design · DTP & Prepress · Calligraphy · Silk Screen Printing

Languages

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

Education

- | | |
|-----------|---|
| 2024–2025 | CareerFoundry
Certificate in UX Design |
| 2014–2015 | University of the Arts Berlin (UdK)
The Oversea 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 |