

Aya Imamura

UX/UI Designer (Digital Product-focused) with a background in visual arts, localization, and content strategy. I translate complex information into clear user flows, navigable IA, accessible UI, and trust-building JP/EN microcopy; grounded in WCAG-informed accessibility, plain-language writing, design-system thinking, and resource-efficient design.

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

Experience

- 1 Visual Designer / Brand & Web**
Berger & Baumeister (2022–Present)
 - + Built a consistent cross-touchpoint brand experience across social, web, and in-store materials (print, menus, signage, POP).
 - + Defined tone of voice and produced photo/video content and ad campaigns to increase recognition and discoverability.
 - + Improved website usability, clarity, and accessibility by refining information hierarchy and UI presentation.**Result:** grew Instagram followers 200 → 1,000+ in 8 months; increased web impressions to 23.6K and sessions to 1.7K/month.
- 2 Information Designer / Editorial Systems**
FBC Business Consulting GmbH (2021–2022)
 - + Standardized editorial outputs across web and print using reusable templates and a clear typographic hierarchy.
 - + Designed message-first newsletter and campaign assets by defining content priority and calls to action; delivered production-ready files in multiple formats.
 - + Created conclusion-first charts and infographics that translated complex reports into at-a-glance insights.**Result:** reduced rework, improved production efficiency and readability, and strengthened brand consistency across channels.
- 3 Content Designer / UX Writing & Localization**
homify GmbH (2015–2025)
 - + Translated and localized 1,100+ articles and UX microcopy (EN→JP).
 - + SEO research to identify top-ranking terms, applying a long-tail keyword strategy with two-word combinations.
 - + Rewrote machine-translated campaigns into culturally adapted UX copy.
 - + Improved link display and microcopy to enhance clarity and usability.**Result:** Significantly improved KPIs (CTR +140%, CVR +85%) and boosted organic search traffic and overall UX quality.

Additional Experience

- 1 UX/UI Designer**
Museum Tinguely, Basel (2021)
 - + Supported alignment between museum stakeholders and Taro Izumi during production for the solo exhibition "ex".
 - + Designed and built the online web app for the exhibition work "I Can See Solaris" translating an artwork experience into a clear, accessible digital flow.

- 2 Artist / Spatial Experience Practice**
Scholarship Residency at Atelier Mondial, Basel (2019)
 - + Invited on scholarship to develop and deliver a spatial installation.
 - + Designed and produced the installation, iterating on wayfinding, attention design, and multimodal cues across visual, sound, and environment.
 - + Built transferable foundations for spatial UX and XR.

Skills

Core Skills

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

Tools

Figma · Miro · Adobe CC · Sketch · VS Code

Content & Localization

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

Visual & Cultural Strengths

DTP & Prepress Design · Certified Calligraphy Instructor · Workshop Facilitation & Teaching · Hand-Printed Silk Screen Production

Languages

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

Education

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| 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 |