Aya Imamura

Multilingual UX Designer with a background in visual arts, localization, and content strategy. Experienced in turning complex systems into intuitive, human-centered digital experiences. Skilled at combining editorial precision, inclusive design, and cross-cultural communication to build products that inspire trust and clarity across diverse audiences.

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

Experience		
	1	**Graphic Designer**

Experience

1 Graphic Designer
Berger & Baumeister (2022–Present)

Situation: The brand lacked strength and consistency across social media, web, and in-store experiences.

Task: Build a comprehensive brand identity across all customer touch-points.

Action:
+ Defined social media tone of voice, produced photo and video content, and created ad campaigns.
+ Designed flyers, business cards, logos, and in-store materials (stamps, menus, signage, POP displays, interior décor).
+ Redesigned the website to meet accessibility standards.

Result: Increased Instagram followers from 200 to 1,000+ within 8 months; boosted web impressions to 23.6K and sessions to 1.7K/month.

2 Translator & Localization
Lingual Consultancy Services GmbH (2019–Present)

Situation: Managed specialized, NDA-bound translation projects in UX, ethnography, and academic research.

Task: Provide accurate translations that preserved cultural nuance while ensuring confidentiality.

Action:
+ Delivered 80+ subtitles and transcripts (JP/EN).
+ Adapted terminology across media, fintech, and education sectors.
+ Strictly adhered to data ethics and privacy standards.

Result: Provided high-quality resources that supported research and UX projects, earning client trust and long-term contracts.

Experience

3	**Writer & Localization**

homify GmbH (2015–Present)

Situation: Marketing texts relied heavily on machine translation, resulting in unnatural UX copy and limited SEO traffic.

Task: Deliver natural, trustworthy Japanese UX copy while improving SEO performance and engagement.

Action:
+ 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 UI elements to enhance clarity and usability.

Result: Significantly improved KPIs (CTR +140%, CVR +85%) and boosted organic search traffic and overall UX quality.

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

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
Scholarship: Japan Arts Foundation, Kato Sadamu Foundation