

# Lau Yamazaki

## Lead UX Designer

I am **Lead Designer @ Viasat** and **Partner/Head of Design @ Nomad.ag** with **25+ years of experience** working with Interactive Communication, Digital Marketing and User Experience Design. Also **UX Design Mentor @ Interaction Design Foundation (IDF)** and professor in some Universities in my country. I am passionate about digital life, digital interfaces, digital marketing, technology and focused on working with product development, applying creative methodologies and digital strategies for innovative outcomes.

As a team player, I tend to view myself as a **committed and rigorous person** and have a **strong background in design**, digital marketing, visual, creative, art direction. **Everyday learning is my mantra.**

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## Recent Work Experience

### LEAD UX DESIGNER > SET 2021 - PRESENT DATE

#### INTELIE / VIASAT

Intelie, a Viasat Company, is an innovative technology company, providing software tools and services to transform data into results, increase productivity in both operations and back office.

### PARTNER / HEAD OF DESIGN > JAN 2004 - PRESENT DATE

#### NOMAD LABS

I'm Head of Design at Nomad Labs, a strategy and UX agency specialized in interactive communication using internet and new technologies.

### LEAD UX DESIGNER > DEZ 2020 - SEP 2021

#### NTT DATA

Lead UX Designer working with huge clients, developing end-to-end projects and facilitating workshops and product inceptions, using the Design Thinking approach.

### UX/UI DESIGN MENTOR > JAN 2020 - PRESENT DATE

#### MENTORSHIP PROGRAMS

- Rookie Up + IDF partnership mentoring program
- Lau Yamazaki Mentorship Program
- Mentora Mentorias

## Education

### UX/UI DESIGN BOOTCAMP > JUN 2019 - AGO 2019

#### IRONHACK

Barcelona, Spain

### PRODUCT DESIGN > MAR 2004 - NOV 2005

#### POST-GRADUATION AT UNIVERSIDADE DO ESTADO DA BAHIA - UNEB

Bahia, Brazil

### ARCHITECTURE > FEV 1991 - NOV 1997

#### GRADUATION AT UNIVERSIDADE FEDERAL DA BAHIA - UFBA

Bahia, Brazil

## Achievements

### HACKSHOW > IRONHACK FINAL PROJECT

Winner - Best Project - Aug. 2019

### IRONHACKATHON

Winner - Best Project - Aug. 2019

### GRAND PRIX INTERNET > BAHIA RECALL

2005 / 2006 / 2007 / 2009 / 2010

### BRONZE > DIGITAL MEDIA

Prêmio Colunistas - 2008

### GOLD > DIGITAL MEDIA

Prêmio Colunistas - 2007

## Languages

PORTUGUESE NATIVE

GERMAN BEGINNER

ENGLISH ADVANCED

SPANISH BEGINNER

## Skills

### SOFT

Creative  
Leadership  
Efficient  
Innovative  
Detail-oriented

### HARD

Sketch  
Figma  
Photoshop  
Invision  
Keynote

## Hobbies

Read  
Doodles  
Table Tennis  
Play Guitar