

Lau Yamazaki

Lead UX Designer

I am **Senior UX/UI Designer @ Rivian** 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

SENIOR UX/UI DESIGNER > SEP 2022 - PRESENT DATE

RIVIAN

Rivian is on a mission to keep the world adventurous forever. We believe there is a more responsible way to explore the world and are determined to make the transition to sustainable transportation an exciting one.

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 > SEP 2021 - SEP 2022

VIASAT

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

LEAD UX DESIGNER > DEC 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.

Education

UX/UI DESIGN BOOTCAMP > JUN 2019 - AUG 2019

IRONHACK

Barcelona, Spain

PRODUCT DESIGN > MAR 2004 - NOV 2005

POST-GRADUATION AT UNIVERSIDADE DO ESTADO DA BAHIA - UNEB

Bahia, Brazil

ARCHITECTURE > FEB 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