

Lau Yamazaki - DESIGN DIRECTOR

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Summary

An experienced Design Director with over 16+ years of comprehensive experience. Passionate about innovation and technological development, aiming to lead and collaborate on projects that drive the company's growth by creating exceptional, innovative, and user-centered experiences.

Most Relevant Professional Experience

HEAD OF DESIGN @ Nomad Labs, Brazil

JAN 2004 - PRESENT

- Led a team of designers and marketers to deliver digital branding strategies, enhancing online presence and customer satisfaction.
- Established and championed the company's design thinking approach, fostering a culture of creativity that contributed to a 20% year-over-year growth in client acquisition.
- Launched a successful user experience consultancy service within the company, providing expert guidance to external clients and enhancing the company's revenue streams by 4x.

SENIOR UX/UI DESIGNER @ Rivian, USA

SEP 2022 - AUG 2023

- Revitalization of the global supply-chain platform with a focus on UX, enhancing usability for suppliers, purchasing managers, and production teams, and driving significant cost savings.
- Execution of a user-centered redesign for the B2B negotiation tool, resulting in streamlined processes and a marked increase in transaction efficiency.
- Deployment of a comprehensive design system for the supply-chain interface, yielding a 30% improvement in user task completion times.

PRODUCT DESIGN LEAD @ NTT Data, Brazil

DEC 2020 - SEP 2021

- Leadership in end-to-end UX projects for major clients such as Banco Itaú, a huge case that reduced 69% waiting time for Real Estate Credit takers, employing a Design Thinking approach to deliver innovative solutions.
- Direction of UX team efforts in solving complex design challenges, resulting in enhanced customer experiences for Serasa Experian's digital platforms.
- Facilitation of design workshops and brainstorming sessions, fostering a collaborative environment for idea generation with the UX team and Stakeholders.

Education

- **UX/UI DESIGN @ Ironhack**, Barcelona - Spain | 2019
- **PRODUCT DESIGN @ UNEB**, Bahia - Brazil | 2004 - 2005
- **ARCHITECTURE @ UFBA**, Bahia - Brazil | 1991 - 1997

Skills

- Proven experience in Service Design, Design Thinking, and Product Design.
- Advanced proficiency in product design tools, especially Figma.
- Solid understanding of usability, accessibility, and user experience principles.
- Exceptional communication skills and ability to present design ideas clearly and persuasively.
- Empathetic Leadership and Influence
- Ability to collaborate effectively with cross-functional teams and extensive Cross-Industry Experience
- Maturity and Experience

Languages

- English: Fluent
- Portuguese: Native
- Spanish: Basic
- German: Basic