

Lau Yamazaki – UX Design Director

E-mail: contact@lauyamazaki.work

Phone: +55 71 99964-3632

LinkedIn: <https://www.linkedin.com/in/lauyamazaki/>

Portfolio: <https://www.lauyamazaki.work>

Professional Summary

- With over 16 years of dedicated experience in UX/Product Design, a commitment to transforming complex challenges into innovative, user-centered solutions is upheld.
- Led teams of up to 18 professionals in the execution of high-impact projects for major brands in Brazil and abroad.
- My methodology is a mix of traditional and digital techniques, ranging from the simplicity of pen and paper to the advanced capabilities of Figma and Generative Artificial Intelligence, ensuring the delivery of substantial results.

Professional Experience

Head of Design, Nomad Labs, Brazil

January 2004 - Present

- **Digital Branding Strategy Leadership:** Spearheaded a multidisciplinary team to craft and implement comprehensive digital branding strategies, resulting in a significant boost in online engagement and a marked increase in customer satisfaction.
- **Innovation through Design Thinking:** Pioneered the adoption of design thinking methodologies, fostering a culture of innovation that led to a 20% annual increase in client acquisition.
- **User Experience Consultancy Growth:** Initiated and expanded a user experience consultancy service, driving a 200% increase in revenue by providing specialized UX guidance to a diverse client base.

Lead Experience Designer, Thoughtworks, Brazil

June 2024 - Present

- **Technology Project Leadership:** Played an active role in the delivery and design of technology projects, transforming client operations and developing innovative digital products and services.
- **Cross-Functional Collaboration:** Collaborated with small, cross-functional teams to create a wide range of experience design deliverables, including journey maps, service blueprints, roadmaps, prototypes, and design systems.
- **Strategic Facilitation and Decision-Making:** Facilitated workshops, developed unique design strategies for products, and made strategic decisions at the portfolio level to drive project success and innovation.

Lead Product Designer, DevReady, USA

January 2023 - September 2023 (Part-time)

- **User Interface Design for DevReady:** Crafted intuitive user interfaces for the DevReady platform, achieving a remarkable 50% reduction in the time-to-hire metric for partner companies.
- **User-Centric Platform Redesign:** Directed the complete redesign of the DevReady hiring platform, focusing on a user-centric approach that significantly enhanced the efficiency and speed of the recruitment process.
- **Community Ecosystem Development:** Designed and implemented efficient processes that nurtured a supportive and inclusive community ecosystem, facilitating smoother transitions and integrations for new members.

Senior UX/UI Designer, Rivian, USA

September 2022 - August 2023

- **Design System Implementation:** Implemented a comprehensive design system for the supply-chain interface, resulting in a 30% faster user task completion rate.
- **Global Supply-Chain Platform Revitalization:** Revitalized the global supply-chain platform through UX enhancements, improving operational efficiency for stakeholders and achieving at least 15% in cost reductions.
- **User-Centered B2B Tool Redesign:** Led the user-centered redesign of the B2B negotiation tool, streamlining operations and significantly boosting transaction efficiency.

User Experience Lead, Viasat, USA

September 2021 - September 2022

- **User Experience Initiatives Leadership:** Directed user experience initiatives, transforming complex business requirements into intuitive interface solutions that drive user engagement and satisfaction.
- **Strategic Design Translation:** Led the strategic translation of user needs into actionable design strategies, effectively streamlining operations and enhancing back-office productivity.
- **Collaborative Design Methodology:** Championed a collaborative design methodology, ensuring iterative validation of design ideas through effective communication within product development teams.

Product Design Lead, NTT Data, Brazil

December 2021 - September 2021

- **End-to-End UX Project Leadership:** Directed end-to-end UX projects for key clients, notably reducing Banco Itaú's Real Estate Credit processing time by 69% and the queue of proposals by 66% through innovative design thinking solutions.
- **Complex Design Challenges for Serasa Experian:** Guided the UX team in addressing complex design challenges for Serasa Experian, significantly enhancing digital platform user experiences.
- **Collaborative Design Workshops:** Conducted design workshops and brainstorming sessions, promoting a collaborative atmosphere for creative solution development with stakeholders.

Education

UX/UI Design, Ironhack, Barcelona, Spain | 2019

Product Design, UNEB, Bahia, Brazil | 2004 - 2005

Architecture, UFBA, Bahia, Brazil | 1991 - 1997

Skills

- **Design Leadership & Professional Maturity:** Extensive experience in leading design teams and projects, demonstrating professional maturity and strategic vision.
- **Service Design & Design Thinking Expertise:** Deep expertise in Service Design, Design Thinking, and Product Design, driving innovative solutions and user-centered outcomes.
- **Advanced Product Design Tools:** Advanced proficiency in Figma, Sketch, and other leading product design tools, ensuring high-quality design deliverables.
- **Versatile Design Software Skills:** Proficient in Adobe Photoshop, Apple Keynote, Canva, Midjourney, Sketching, and ChatGPT, showcasing versatility in design software.
- **Usability & Accessibility Knowledge:** Comprehensive understanding of usability, accessibility, and UX principles, ensuring inclusive and effective user experiences.
- **Exceptional Communication & Presentation:** Exceptional communication and persuasive presentation skills, effectively conveying design concepts and strategies to stakeholders.
- **Business Tools Proficiency:** Proficient in Microsoft Office 365, Notion, Spark, Adobe Suite, and other business tools, supporting efficient project management and collaboration.
- **Cross-Functional Team Collaboration:** Effective collaboration across functional teams with extensive cross-industry experience, fostering a cohesive and innovative work environment.

Languages

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