

Yuko Endo

UX/Digital Designer



[Portfolio](#) [LinkedIn](#) yuko.endo25@gmail.com

+31 623523622 Den Haag, Netherlands

EDUCATION

De Haagse Hogeschool

BASc, Communication and Multimedia Design

Sep 2021 — July 2024 | Den Haag, Netherlands

Nara Women's University

Language and Culture

Apr 2015 — Mar 2019 | Nara, Japan

SKILLS & EXPERTISE

A/B Testing | Affinity Mapping | Card Sorting |
Competitor Analysis | Journey Mapping |
Personas Creation | Prototyping |
Storyboarding | Survey | User Interviews |
User Research | User Testing | Heuristic
Evaluation | Wireframing | HTML/CSS |
JavaScript

TOOLSTACK

ChatGPT | Figma | Framer | Gemini | Google
Analytics | Hotjar | MouseFlow | Illustrator |
Miro | Procreate | Squarespace | Webflow

LANGUAGES

Japanese Native

English Fluent

Dutch Beginner, actively learning 🌱

I am made in Japan, now in the Netherlands with a plan—combining cultures to design the best I can!

I thrive on collaboration, always curious to uncover the 'why' behind design.

(I hold a work permit, so sponsorship is not required in the future.)

EXPERIENCE

UX Designer (Graduate Internship) — Eddie

Feb 2024 — May 2024 (4 months) | Leiden, the Netherlands

Optimised a **SaaS** collaboration tool used by editors and clients to review video content. Managed **the full UX process** from research to testing.

- Conducted surveys, interviews, and usability tests to identify pain points and improve functionality.
- Refined user flows and introduced new features, resulting in a more intuitive review experience.
- Leveraged GenAI to analyze qualitative data and generate insights quickly.
- Validated redesigns through user testing, confirming increased satisfaction and task efficiency.
- Presented findings to developers and the creative director, supporting implementation through collaborative design reviews.

Freelance UX designer

Sep 2023 — Apr 2024 (8 months) | Remote

Led the end-to-end **redesign and implementation** of a client website, RoseSection, using Squarespace.

- Audited and restructured site content to resolve duplicated and scattered information.
- Designed and built five fully customized, brand-aligned pages.
- The redesign led to a 70% drop in user inquiries about duplicate information, enhancing clarity and navigation.
- Received positive feedback from the client on improved communication with users.

UX design intern — Youwe

Sep 2022 — Jan 2023 (5 months) | Rotterdam, the Netherlands

Led a **research project** to explore how sustainability is communicated through a client website.

- Designed and analyzed a survey with over 50 responses.
- Conducted stakeholder and user interviews to align business goals with user needs.
- Performed competitor analysis to inform differentiation and UX improvements.
- Collaborated with the design team to iterate on solutions and deliver aligned outcomes.