

Yuko Endo

UX/Product Designer



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+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 | Design Systems |
Interface Design | Interaction Design | 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!

Curious by nature, I love turning complexity into clarity through user-centered 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 created interactive prototypes in Figma, focusing on motion transitions and a more intuitive review experience.
- Leveraged GenAI to analyze qualitative data and generate insights quickly.
- Validated redesigns through user testing, confirming higher user satisfaction and task efficiency.
- Collaborated cross-functionally with developers and stakeholders to ensure feasibility and alignment.

Freelance UX designer

Sep 2023 — Present

- Redesigned and launched a corporate website from scratch, simplifying information architecture and enhancing usability.
- Designed and built five custom, brand-aligned pages with a focus on visual hierarchy and clarity.
- The redesign led to a 70% drop in user inquiries about duplicate information, enhancing clarity and navigation.
- Supported a Dutch care organization (Zorggroep de Hooimijt) by improving navigation and accessibility to meet diverse user needs.

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, brand values, and user needs.
- Performed competitor analysis to inform differentiation and UX improvements.
- Collaborated with the design team to iterate on solutions and deliver aligned outcomes.