🝗 Yuko Endo

UX/Product 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 | 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 💐

Product Designer with experience working on B2B SaaS platforms in logistics and content collaboration. Skilled in user research, end-to-end product design, and translating complex workflows into clear, usable solutions. Experienced in collaborating closely with developers and stakeholders.

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

EXPERIENCE

UX / Product Designer — Foremore

Dec 2025 — Present | the Netherlands

Worked on a **B2B logistics SaaS platform** used by merchants, operations teams, and drivers to manage on-demand deliveries

- Designed and improved core SaaS workflows, including booking, product item selection, and operational interfaces for drivers and internal teams.
- Conducted user research through interviews, ride-alongs, and workflow observations with drivers and operations staff to uncover operational pain points.
- Simplified complex forms and information structures to improve clarity and reduce booking and delivery errors.
- Worked closely with developers and stakeholders to translate insights into feasible, data-informed product solutions.

Freelance UX designer

Sep 2023 — Nov 2025

- Redesigned and launched a corporate website, simplifying information architecture and improving usability.
- The redesign reduced user inquiries about duplicate information by 70%.

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.

- Optimised a SaaS collaboration tool by leading the UX process from research to testing.
- Conducted surveys, interviews, and usability tests to identify key usability issues.
- Leveraged GenAI to analyze qualitative data and generate insights quickly.
- Collaborated cross-functionally with developers and stakeholders to ensure feasibility and alignment.

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.

- Conducted stakeholder and user interviews to align business goals, brand values, and user needs.
- Performed competitor analysis to inform differentiation and UX improvements.