

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

Product Design | User Research | Interaction Design | Information Architecture | Design Systems | Prototyping | Usability Testing | Complex Workflows

TOOLSTACK

Figma | Hotjar | GA4 | Webflow | Framer | ChatGPT | Claude

LANGUAGES

Japanese Native

English Fluent

Dutch Basic

Product Designer focused on simplifying complex B2B SaaS and operational workflows. Looks beyond individual screens to understand user flows, system behavior, and edge cases, turning complex requirements into clear product experiences.

EXPERIENCE

UI/UX Designer — Assessio

Aug 2026 — Present | Amsterdam, the Netherlands

Design and improve workflows within an established B2B SaaS assessment platform, navigating complex user roles, permissions, and system constraints.

- Translate complex product requirements and edge cases into clear interaction patterns and UI states.
- Collaborate with designers and developers to improve existing flows within an established design system.
- Work within technical and accessibility constraints, discussing feasibility and implementation directly with developers.

UX / Product Designer — Foremore

Dec 2025 — May 2026 | the Netherlands

Designed core workflows for a B2B logistics platform serving merchants, operations teams, and drivers.

- Identified through ride-alongs that manual status updates conflicted with drivers' physical workflow, proposing automated status changes to improve data reliability.
- Redesigned driver workflows and exception handling to clarify responsibilities between drivers and Operations.
- Collaborated closely with founders, Operations, and developers to balance user needs, business logic, and technical feasibility.

Freelance UX designer

Sep 2023 — Nov 2025

- Redesigned and launched a corporate website, streamlining information architecture and cutting duplicate-content inquiries by 70%.

UX Designer (Graduate Internship) — Eddie

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

Optimised a SaaS collaboration tool for editors and clients reviewing video content, owning the full UX process from research through testing.

UX design intern — Youwe

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

Led a research project investigating how sustainability is communicated through a client's website.