



Yoshinori KAWAMURA

Business & UX/UI Designer

CAREER SUMMARY

I'm Yoshi, the innovator behind the binocular training system for amblyopia (lazy eye), boasting over two decades of expertise in UX/UI design and a deep comprehension of how web technologies have transformed our lives from Japanese technological culture. My abilities extend beyond design; I am adept at constructing persuasive business presentations, effectively explaining intricate technical ideas to laypeople, orchestrating project meetings, and steering both development and creative teams to successful outcomes.

My drive, positivity, and creativity have been instrumental in unlocking the full potential of each project I've undertaken. To me, design transcends mere visual appeal—it involves creating experiences that profoundly connect across cultural boundaries, be it through a product, a presentation, or a public speech.

KEY ACHIEVEMENT

- ✓ **Award Winning Product development**
Designed and developed a non-invasive binocular vision training device.
- ✓ **Pitch Competition Winner**
Won a pitch competition at the largest startup event in Dublin.
- ✓ **Guiding UX/UI design**
Published a UX/UI design guideline book for young professionals.

EXPERIENCE

2023 Dec - Ongoing

WDC GOLF

Tokyo + Hybrid

Business & UX/UI Designer

Sports Marketing Company producing a year-round golf tournament.

- Successfully improved lead generation processes, significantly increasing customer engagement and attracting potential business partners through strategic website optimizations and compelling pitch presentations.
- Led a cross-functional team in the development and implementation of a comprehensive digital marketing strategy, directly contributing to enhanced online visibility and brand recognition.
- Demonstrated expertise in balancing creative design with business acumen, resulting in a cohesive and persuasive brand experience across all platforms.

2021 Nov - Ongoing

CONNECT

Tokyo + Hybrid

Founder, Business & UX/UI Designer

NFC-based marketing tool company that helps people to engage.

- Successfully identified and exploited a niche in the market for NFC-based marketing tools, setting a new standard for interactive customer engagement.
- Oversaw the end-to-end process of product development, from ideation through design to final rollout, ensuring a cohesive and user-friendly experience.
- Fostered a culture of innovation and excellence, leading a team in the creation of a platform that significantly enhances business-to-customer interactions.

SPECIALTIES

- Highly experienced in product + communication design
- Identifying and analyzing a problem
- Coming up with creative and novel solutions

SKILLS

Pitch storytelling • Project & Production Management • UX/UI Design • DTP • Front-end Development • Creative Direction • Chinese Calligraphy • OEM/ODM Development

LANGUAGES

Japanese **Native** ●●●●●●

English **Fluent** ●●●●●●

Chinese **Intermediate** ●●●●●●

EDUCATION

General Diploma **1996 - 1999**
Showa Gakuin High School

CONTACT

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2020 July - 2022 July

Business Roadmaps

📍 Full Remote

UX/UI Designer & Coach

Business coaching service company that invented unique frameworks for formulating business strategy.

- Invented a pioneering educational framework that simplifies the principles of design thinking, enabling quick mastery and practical application.
- Designed and implemented a series of curriculums that have been lauded for their effectiveness in fostering a deep understanding of UX/UI principles among learners.
- Instrumental in mentoring and coaching a diverse array of students, guiding them to apply design thinking methodologies to achieve their personal and professional objectives.

2016 July - Ongoing

bloo vision

📍 Maastricht + Hybrid

Founder, Business & UX/UI Designer

Vision training startup for amblyopia and sensory processing disorder.

- Pioneered the development of a non-invasive solution for amblyopia and autism, filling a significant gap in available treatment options and offering a new hope for individuals and families affected by these conditions.
- Managed the entire lifecycle of the product development process, from ideation, design, and prototyping to final production and market launch, ensuring a product that is both effective and user-friendly.
- Established bloo vision as a leader in the field of therapeutic visual aids, recognized for its innovative approach to healthcare and rehabilitation.

2014 July - Ongoing

Genki Brothers

📍 Maastricht + Hybrid

Founder, Business & UX/UI Designer

Interactive design firm helps their clients create experiences, products & services that are smart to use.

- Drove the company's direction and strategy, combining insights from years in advertising with a fresh, innovative approach to digital production.
- Spearheaded a diverse range of projects that consistently delivered on the promise of smart usability and engaging customer experiences.
- Cultivated a team and culture that thrives on creativity, innovation, and the relentless pursuit of excellence, resulting in a portfolio of work that distinctly reflects our unique approach and ethos.

2012 Nov - 2014 July

IMG SRC

📍 Shanghai

Managing Director, UX/UI Designer

Interactive design studio providing design consultancy and full production services.

- Led a wide array of integrated projects, applying a hands-on approach to ensure seamless execution and client satisfaction, which included managing all aspects of project lifecycle and team coordination.
- Implemented rigorous project management practices, ensuring that all projects were delivered within budget, scope, and time constraints, while maintaining the highest standards of creative and technical excellence.
- Acquired major brands accounts including Nike, Converse, Airbnb, Herschel.

📁 MAJOR BRAND DELIVERIES

Official E-Commerce Website Herschel China	2017
Retail Experience Room China Construction Bank	2016
Interactive Photo Room Mercedes Benz China	2015
Interactive Karaoke Room Budweiser China	2015
Brand Loyalty Program Adidas Global	2015
Official E-Commerce Website Converse China	2014
Official E-Commerce Website Converse APAC	2014
Interactive Fitting Mirror Mini China	2014
Highest Goal Projection Mapping Adidas Japan	2013
Interactive Vending Machine Converse China	2013
Responsive Retail Window Nike China	2013

More on Vimeo

📺 www.vimeo.com/genkibros

2011 Mar – 2012 Jun

McGarryBowen

📍 Düsseldorf

UX/UI Designer

Advertising agency delivering idea-led brand transformation at scale.

I embraced the role of UX/UI Designer, where I was responsible for the creation and development of user-centric digital solutions across multiple platforms. My work involved crafting strategic solutions tailored to enhance client business objectives, facilitating interactive communication among consumers, and enabling meaningful dialogues about businesses, products, and brands.

2008 Feb – 2011 Feb

McCann

📍 Tokyo + Düsseldorf

Production/Account Manager

American global advertising agency network, with offices in 120 countries.

I spearheaded an account and production team with a sharp focus on embedding digital knowledge throughout our client engagements. I was responsible for developing and articulating a clear vision for digital integration, ensuring that our approaches stayed ahead of the curve in a rapidly evolving digital landscape. My leadership extended across all phases of digital integration, encompassing media planning, conceptual design, strategic user research, and execution.

2007 Feb – 2008 Jan

Samurai Works

📍 Tokyo

UX/UI Designer

Digital production company providing mobile interface design and development.

I honed my skills as a UX/UI Designer, developing and implementing strategies, creative concepts, wireframes, and user interface designs for a wide array of clients. Notably, I contributed to projects for high-profile clients such as NTT docomo, one of Japan's largest mobile carriers, and Castrol, a globally recognized automotive lubricants brand.

2005 Aug – 2007 Jan

IMJ Corporation

📍 Tokyo

UX/UI Designer

IT service management company is a part of Accenture.

I played a crucial role in small, agile teams responsible for managing, designing, and developing key features for Rakuten, one of Japan's largest e-commerce sites. This role demanded a blend of creative design thinking and practical project management skills to meet the high expectations and scale of such a significant online platform.

See my full career experiences on my LinkedIn

