

KOTA FUJIKAWA

UX Designer

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PROFILE

UX Designer with over 10 years of experience in UX, web design, and branding. Focused on applying human-centered design methods to understand user needs and translate insights into meaningful experiences and solutions. Motivated by distilling diverse information and transforming it into effective design ideas. Holds a Master of Design Methods from the Institute of Design (ID) at the Illinois Institute of Technology (IIT). Passionate about understanding users and creating valuable solutions through research, user experience, and service design.

EDUCATION

Illinois Institute of Technology Institute of Design

Aug 2021 – May 2022, Chicago, IL, USA

Master of Design Methods,
Human Computer Interaction
GPA: 3.958

Musashino Art University

Apr 2005 – Mar 2009, Tokyo, Japan

Bachelor of Arts, Science of Design

SKILLS

Design

UX Design, Journey Map, Service Blueprint, Personas, Service Design, Wireframing, Prototyping, Web Design, Branding, Graphic Design, Logo Design, Signage Design

Research

User Research, Field Research, Interview, Survey, Observation, Stakeholder Map, Value Proposition, Affinity Diagram

Tools

Figma, Adobe XD, Photoshop, Illustrator, Basic HTML/CSS, Microsoft Office, Miro

WORK EXPERIENCE

Concentrix K.K. – UX Designer

Feb 2024 – Dec 2024, Tokyo, Japan

- Contributed to the UX design of a smart city project led by a major manufacturer, focusing on secondary research, user journeys, experience concepts, and digital/physical PoC initiatives across the resident onboarding, daily life, and offboarding phases.
- Conducted field research at an airport and interviewed experts. Developed a research report and contributed to the design of user experiences, service blueprints, and app features for a traffic safety education initiative targeting smart city residents.

Panorama Innovation, LLC – Designer, Researcher

Aug 2022 – May 2023, Chicago, IL

- Analyzed interview data to identify key insights to improve production processes for a major manufacturer, and developed recommendations and presentations.
- Supported innovation workshops for city staff to learn and develop innovative solutions to city challenges. Created web prototypes to validate service concepts and build alignment.

Econosys Design Inc. – Senior Designer

Feb 2017 – Jul 2021, Kyoto, Japan

- Developed brand identities by researching client businesses and customers, defining brand directions, and translating them into visual assets.
- Led branding projects for 15+ clients, delivering websites, mobile sites, graphics, and signage aligned with their brand values and business goals.
- Designed 10+ web and mobile sites focused on user journeys to improve conversion rates.
- Mentored junior designers and collaborated with internal and external teams.

Safari Inc. – Graphic Web Designer

Jun 2015 – Apr 2016, Osaka, Japan

- Created web and graphic design to enhance brand presence and support business growth.
- Analyzed competitors and market trends, researched stores and products, and created branding and visuals for cafes, grocers, and manufacturers.

Yu-Cre Co.,Ltd / Tact – Graphic Designer

Oct 2012 – Jun 2015, Tokyo, Japan

- Refreshed ad campaigns to improve brand recognition and support revenue goals.
- Researched case examples and designed layouts and typography to convey services clearly.

PROJECTS

Starbucks Coffee App – UX Design, Graduate Project

IIT ID, Jan – May 2022, Chicago, IL

- Conducted secondary research, interviews, surveys, and in-store observations to explore user needs, behaviors, and pain points across the Starbucks experience.
- Designed improved app concepts and user experiences to enhance customer loyalty by developing personas, journey maps, storyboards, and prototypes for validation.

Urology Diagnostic App – UX Design, Graduate Project

IIT ID, Oct – Dec 2021, Chicago, IL

- Researched users and services to understand urology patients' needs. Planned a digital community app to support medical information sharing and expand user engagement.
- Created a roadmap and prototype, explored features requirements, and proposed a service concept.