

Hitomi Endo

Visual/UI Designer

Contact Information

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About Me

A student of UXUI specializing in Visual Design. Experienced in Figma, Illustrator, Photoshop to create responsive design for mobile, iPad and desktop, design system, data visualization, e-commerce and smart home interfaces. Background in product planning, marketing, and research within the Japanese cosmetic and skincare industry.

Tools

- Figma
- Photoshop
- Illustrator
- HTML
- CSS

Skills

- Integration Design
- User Centered Design
- Wireframing
- Prototyping
- Problem Solving
- Collaboration

Language

- Japanese (Native)
- English (Proficient)

Education

Austin Community College

From 01/2022 – 05/2024

Associate of Science, Visual Communication, Visual Design Specialization

SUNY at Binghamton

From 08/2017 – 05/2019

Bachelor of Fine Arts, Theatre, Dance Major

Work Experience

Barnes and Noble, Austin, TX

Supervisor/Bookseller

01/2022 – 05/2023

- Managed a team of six booksellers, overseeing day-to-day operations to ensure efficient workflow
- Identified operational challenges and implemented strategic solutions to enhance productivity and customer satisfaction
- Handled daily online order management, processing between 40 to 300 orders including textbooks and merchandise with timely deliveries
- Provided customer service by assisting customers with textbook and merchandise purchases in person, over the phone, and via email
- Customized and maintained seasonal displays to enhance customer appeal

Kao Corporation/Kanebo Cosmetics Inc., Tokyo Japan

Marketing Associate/ Associate Product Planner/Researcher

04/2020 – 12/2021

Kao Corporation

- Facilitated cooperation and communication among four internal departments and three external companies to release products on time
- Utilized design thinking methodologies to successfully develop and launch products into the market
- Refined and improved product designs through five user-testing sessions
- Contributed to the development of a new brand identity by conducting researches, proposing naming conventions, and creating impactful brand imagery
- Generated and proposed initial package designs using Illustrator and Photoshop
- Persuaded executive members to proceed with a project by presenting evidence-based data for future growth

Kanebo Cosmetics Inc. (subsidiary of Kao)

- Contributed to the end-to-end development process of skincare products, resulting in the successful launch of four new products
- Conducted in-depth market research, including 10 interviews, to identify emerging trends and consumer needs
- Analyzed competitor research to inform the conceptualization of marketing campaigns

