

PATRICIA KOJIMA

PRODUCT DESIGNER | UX/UI DESIGN

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PROFESSIONAL SUMMARY

Product Designer (UX/UI) with over 11 years of experience in Industrial Design, Visual Design, and product development across design studio, manufacturing, startup, and e-commerce environments.

Background in physical product development, visual concepts, technical documentation, presentations, visual communication, and content creation for digital channels. Experience contributing to the development of a ceramic home accessories brand, including product creation, catalog development, e-commerce implementation on an existing platform, marketplace operations, and digital presence.

Currently applying this background to Product Design and UX/UI, combining product thinking, visual clarity, information organization, navigation flows, usability, and business understanding to create clearer, more functional, and consistent digital experiences.

PROFESSIONAL EXPERIENCE

Business Development Manager

Asadesign Studio — Curitiba/ Brazil

May 2023 – December 2024

- Structuring of the Lampejo brand's e-commerce operation on an existing platform, including information architecture, navigation flows, and the overall shopping experience;
- Customer journey mapping and identification of friction points throughout the purchasing flow;
- Organization of e-commerce operational processes, including product listings, order processing, payments, delivery, order tracking, and customer support;
- Definition of improvements related to navigation, information clarity, visual organization, and usability;
- Standardization of content, product descriptions, customer service messages, and operational processes to support a clearer and more consistent shopping experience.

Results:

- Launch of the brand's e-commerce store and marketplace operation;
- Creation of a new revenue channel for the business;
- Standardization of operational processes and improvement of the overall shopping experience.

Mid-Level Industrial Designer

Asadesign Studio — Curitiba/ Brazil

October 2022 – May 2023

- Product development based on research, concept definition, and visual direction;
- Contribution to the development of the Lampejo brand, including positioning, visual identity, and product communication;
- Implementation of the brand's store on the Boobam marketplace, including purchasing flow, navigation, and product listing structure;
- Application of UX and usability principles to content organization and the overall experience;
- Creation of presentations and visual materials for product communication.

Results:

- Creation of a new revenue channel for the business;
- Improvement of consistency throughout the shopping experience;
- Support for the initial structuring of the brand's digital operation.

Mid-Level Product Development Analyst

MadeiraMadeira — Curitiba/ Brazil

June 2021 – April 2022

- Product development for the CabeCasa private label, including children's and youth furniture, upholstered furniture, and product lines for living rooms, bedrooms, and kitchens;
- Development of product proposals based on business guidelines, market references, trends, and commercial requirements;
- Cross-functional collaboration with Engineering, Sourcing, and Commercial teams throughout the product development process;
- Preparation of presentations to support product evaluation and decision-making.

Mid-Level and Junior Graphic Designer

Incepa Revestimentos Cerâmicos Ltda — Campo Largo/ Brazil

May 2019 – May 2021

- Development of visual concepts for ceramic tiles targeting the Brazilian and US markets;
- Image editing and color adjustment for digital printing;
- Creation of presentations featuring concepts, trends, and product proposals for internal committees and the Marketing team;
- Research into trends and visual references, with support for collection development;
- Contribution to the restructuring of the Incepa, Roca, and Roca Select brand portfolios.

Junior Industrial Designer

Asadesign Studio — Curitiba/ Brazil

March 2014 – April 2019

- Product development from initial concept through technical detailing;
- Participation in market research, concept development, and presentation creation;
- Creation of graphic materials and visual communication for products and projects;
- Support for the visual organization, documentation, and communication of design projects.

Industrial Design Intern

Asadesign Studio — Curitiba/ Brazil

September 2013 – March 2014

- Support for the development of product design projects;
- Creation of presentations and organization of project materials;
- Assistance with design team activities and project documentation.

EDUCATION

- **Bachelor's Degree in Product Design**

Federal University of Paraná — UFPR (February 2009 – May 2014)

- **Exchange Program — Design del Prodotto Industriale**

Politecnico di Milano (October 2011 – February 2012)

- **Postgraduate Specialization in Marketing**

FAE Centro Universitário (March 2017 – August 2018)

- **International Management Experience**

Baldwin Wallace University (September 2017 – October 2017)

International module completed as part of the postgraduate specialization in Marketing.

- **Product Design Accelerator (UX/UI)**

Aela (February 2025 – Present)

Practice-based Product Design program focused on UX, UI, and digital product development, including Product Discovery fundamentals, information architecture, user flows, wireframes, Figma prototypes, market and competitor analysis, and usability.

CERTIFICATIONS

- Certificate 01: Foundations in UX & Product Design – Aela – April 2025
- Certificate 02: Specialization in Product Design – Aela – May 2025
- Specialization in Product Discovery – Aela – September 2025
- Certificate 03: Specialization in UI Design for Web & Software – Aela – October 2025

SKILLS

- Product Design and UX/UI Design
- Digital Products, E-commerce and User Experience
- Information Architecture
- Customer Journey Mapping
- Navigation Flows
- Wireframing and Prototyping in Figma
- Usability and Heuristic Analysis
- Visual Design for Digital Interfaces
- Visual Hierarchy, Typography, and Composition
- Style Guides and Visual Consistency
- Competitor and Market Reference Analysis
- Product Discovery Fundamentals
- Information and Digital Process Organization
- AI Tools for Research, Ideation, and Solution Organization
- Figma
- Miro
- Notion
- Adobe Illustrator
- Adobe Photoshop

LANGUAGES

- English: Advanced
General English Course High Advanced – Level 14 – ILAC Toronto: January 2019
General English Course Pre-Advanced – EC New York: May – June 2024