

# Chiyomi Akita

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🔗 Portfolio: <https://chiyomi-akita.work/> (ID: portfolio / PW: cadesign)

## Summary

Senior Product Designer with 12+ years of experience driving end-to-end product design and UX strategy for large-scale digital products. Contributed to 15x+ subscriber growth by aligning user needs with complex business goals — including a freemium bundle plan that drove +55.2% member growth and +3.2% free-to-paid conversion.

Authorized to work in the U.S. under an L2-S visa; no sponsorship required.

## Skills

- **Design:** Product Strategy, UX/UI Design, Design Systems, Information Architecture, Interaction Design, User Research, A/B Testing, Conversion Rate Optimization (CRO)
- **Technical:** Figma, HTML, CSS, JavaScript, AI-assisted development (Claude Code, Codex), rapid prototyping
- **AI & Productivity:** AI-assisted design workflows, generative-AI prototyping, automation for research and documentation
- **Leadership:** Stakeholder Alignment, Cross-functional Collaboration, Mentoring, Agile Methodology

## Experience

**Missiona, Inc.** UI/UX Designer • Remote (U.S.)

03/2026 – Present

- Designing and optimizing the marketing website for a SaaS product that automates LINE (Japan's largest messaging platform) accounts, owning UX from research through implementation.
- Ran competitive analysis and refined audience targeting to sharpen the product's positioning and messaging.
- Designed and ran A/B tests, using GA4 and Google Tag Manager to measure performance and drive data-informed iteration.
- Built a reusable design library to ensure consistency and accelerate design–development handoff.

**Rakuten Group, Inc.** Senior Product Designer • Tokyo, Japan

03/2017 - 08/2025

- Spearheaded UX strategy and product design for Rakuten Music, a subscription music service serving 100M+ users in Japan.
- Led end-to-end UX for a new freemium bundle plan converting Rakuten Mobile subscribers into the music product, driving **+55.2% member growth, +17.7% MAU, and +3.2% free-to-paid conversion.**
- Drove a strategic pivot from algorithmic recommendations to a curation-driven discovery model, redesigning the home experience across web and mobile to resolve a "limited catalog" perception and improve retention.
- Designed a tiered loyalty system (Beginner → Master) integrated with the wider Rakuten ecosystem to strengthen long-term retention.
- Used behavioral data and A/B testing to drive design decisions, and established a scalable design system that accelerated design–engineering collaboration.
- As team lead, managed and mentored a team of 3 designers and set UX direction, serving as the team's senior decision-maker reporting directly to the design manager.
- Influenced executive decisions by presenting data-informed UX strategy and aligning stakeholders across Legal, Marketing, and Engineering.

**Freelance** Web Designer • Remote

07/2016 - 02/2017

- Designed and delivered responsive client websites end-to-end, managing projects independently and remotely.

## **Ace Pro Co., Ltd.**    Web Designer • Fukuoka, Japan

04/2012 - 06/2016

- Designed and produced promotional websites for entertainment products, collaborating closely with clients on launch campaigns.
  - Operated and maintained event-driven web platforms for end users, supporting ongoing content updates and engagement initiatives.
  - Created a wide range of digital assets, including banners and campaign visuals, ensuring consistency across touchpoints.
  - Gained early experience working across both design and business contexts, developing an interest in upstream product thinking and user-centered design.
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## **Education**

### **Kyushu Designer Gakuin**    Web Design • Fukuoka, Japan

04/2010 - 03/2012

Studied design fundamentals including drawing, color theory, typography, and visual composition, as well as web design principles and basic front-end coding.

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## **Languages**

- English (Business Communication)
  - Japanese (Native)
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