



Rie Kato, Product Designer

London, UK | [LinkedIn](#) | [Portfolio](#)

Profile

As a UX/UI Product Designer with a background in Communications and PR, I leverage my polycultural perspective to create intuitive and inclusive digital experiences. I use my expertise in stakeholder collaboration and audience research to transform complex insights into simple, empathetic designs that align user needs with business objectives. I am a clear, organized, and collaborative designer passionate about creating work that makes a difference.

Skills

Design & Research	Design Tools	Human Skills
• User Research • Usability Testing • User Interview • Persona • Wireframing • Prototyping • Survey • Accessibility	• Figma/Figjam • Miro • WordPress • Microsoft Office • Gsuite • Google Analytics	• Empathy • Communication • Collaboration • Polycultural perspective • Attention to detail • Listening • Adaptability • Time management

Experience

Product Designer

London, UK
Aug - Sep 2025 (6 weeks)

Sponsored Project with Salient Bio | King's College London

- Developed an interactive dashboard as part of a university-industry collaboration.
- Acquired hands-on experience in user research, persona creation, user flow mapping, wireframing, prototyping, usability testing, and stakeholder presentation.
- Presented the concept to company representatives, leading to a successful client pitch and approval to implement the dashboard.

Product Designer

London, UK
Feb - Sep 2025

King's College London UX/UI Product Design Career Accelerator

- Completed a professional programme in end-to-end digital product design, covering user research, prototyping, and usability testing.
- Conducted interviews, journey mapping, and heuristic evaluations to identify user needs and inform design decisions.
- Designed low- to high-fidelity wireframes and tested responsive mobile prototypes in Figma, improving navigation, accessibility, and overall user experience.

Senior Account

Executive

Tokyo, Japan
Jun 2021 — Apr 2025

Burson (formerly: BCW)

- Led the sustainability website renewal for a leading global beverage company, providing content strategy and collaborating with designers on optimized solutions.
- Managed a startup’s WordPress website, supporting product launches and content updates that increased organic traffic and press visibility.
- Directed campaigns and press events for global brands, creating impactful experiences that generated strong coverage and audience traction.
- Conducted audits, market research, and risk assessments, turning insights into actionable recommendations to guide strategy and decision-making.
- Supported 10+ new business pitches with market insights on Japan’s media landscape.

Public Relations

Specialist

Tokyo, Japan
Apr 2019 — Jun 2021

Sunny Side Up

- Built and managed relationships with 800+ media contacts and created tailored communication strategies for global luxury, tech, and hospitality brands, resulting in high-profile coverage.
- Directed a luxury brand launch event that generated 100+ media features and social traction, and supported a Silicon Valley startup’s \$4M funding round with a targeted PR strategy that secured a long-term client partnership.
- Received the company's Outstanding Performance Award (2020) for achieving best media coverage during the pandemic.

Education

Feb - Sep 2025

King’s College London

UX/UI Product Design Career Accelerator | Grade: Distinction

2025 - 2019

International Christian University

Bachelor’s Degree in Liberal Arts, Major in Media Communication, and Culture,
Minor in Business | GPA: 3.8

2017 - 2018

Newcastle University

Study Abroad Exchange Programme

Certification

King's College London UX Design Career Accelerator

- Understanding User Needs
- Designing for User Needs
- User-Centered Optimisation
- Employer Project

Language

- English (Native)
- Japanese (Native)
- Chinese (Basic)