

Chiyomi Akita

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

Summary

Senior Product Designer with 12+ years of experience turning complex, ambiguous product problems into clear decisions and scalable systems. I connect user needs, business goals, and technical constraints to lead end-to-end product strategy and execution. During eight years at Rakuten Music, I worked as a design partner embedded in the business, shaping product and business decisions while contributing to more than 15x growth in total membership.

U.S. work authorized; 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

- Owned UX strategy and product design for Rakuten Music over 8+ years, contributing to 15x+ member growth.
- Shaped product strategy and shipped Rakuten Music's activation journey for a cross-product bundle within Rakuten's ecosystem of 70+ services and 100M+ members in Japan, reconciling licensing, business, and engineering constraints from eligibility recognition through benefit use and paid upgrade.
- Following launch, Rakuten Music saw +55.2% YoY member growth, +17.7% YoY MAU, a +3.2 percentage-point lift in free-to-paid conversion, and +4.9% YoY paid-member growth.
- Reframed product strategy from algorithmic recommendations to curation-driven discovery, using research into Japanese user behavior and competitive patterns to define a future-state vision and phased roadmap.
- Created Design Guidelines and established implementation reviews with UI Design and Engineering to improve consistency across iOS, Android, and web.
- Managed and mentored 3 designers, set UX direction, and aligned executives, Legal, Marketing, and Engineering on product decisions, constraints, and delivery tradeoffs.

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.

Languages

- English (Business Communication)
 - Japanese (Native)
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