

Kuri Matayoshi

Experience
Design Lead
Peru → Singapore

kuri.matayoshi@gmail.com
+65 8962 2158
linkedin.com/in/kuri
kuri.pe

about

I'm an Experience Design leader with 10+ years designing products, services, and holistic experiences across digital and physical environments. I combine human-centered research, systems thinking, and hands-on design to turn complex, ambiguous challenges into clear strategies and meaningful experiences. I've led multidisciplinary teams, collaborated with global design and technology partners, and guided projects from research and opportunity definition through prototyping, experimentation, and implementation.

10+ years shaping experiences

7+ industries explored

5+ years leading teams

education

Aug 2026 — Oct 2026

Diploma in Professional Business English
Kaplan Singapore

Aug 2019

Service Design Workshop

Copenhagen Institute of Interaction Design

2011 — 2016

B.A. in Graphic Design

Pontificia Universidad Católica del Perú
Top 10% of class

skills

MINDSET

Human-Centered Strategist • Systems Thinker
• Visual Storyteller • Thought Partner •
Hands-on Designer

DESIGN CAPABILITIES

Design Research • Product Design • Service Design • Visual Design • Prototyping •
Workshop Facilitation

TOOLS

Figma • Claude • Webflow • Adobe Suite •
Google Suite

LANGUAGES

Spanish (Native) • English (Professional proficiency) • Japanese (Basic)

work experience

Independent Consultancy

2026 - Present

Strategy Consultant

- Led the experience design for Lima's first urban cable car, identifying the needs of different user groups, prototyping the experience, and defining experience flows and physical touchpoints.

Unacem Group

Construction Materials
Mar 2024 - Jul 2026

Discovery & Design Lead

- Built and led the Discovery & Design practice, developing capabilities across Design Research, Product Design, UI Design, Service Design, and Behavioral Design, while integrating AI-enabled tools to accelerate the design workflows.
- Led the exploration of digital product opportunities across Peru, Chile, and Ecuador, from researching the needs and journeys of key users across the construction ecosystem to designing and prototyping new concepts.
- Partnered with IDEO on research immersions in Nairobi and Jakarta, engaging senior leaders in the exploration of emerging signals to inform future go-to-market opportunities for Peru.

Candela Brand Kitchen

Brand Strategy
Studio • Side Venture
2020 - 2025

Co-founder & Design Director

- Co-founded and led the studio, combining market research, brand strategy, visual identity, and website design to build and launch new brands across food, corporate innovation, education, and healthcare.

Alicorp

Consumer Goods
Aug 2023 - Mar 2024

Research & Service Design Lead

- Defined the strategy and mentored the Research & Service Design team, providing design and research support to key digital platforms across B2B, B2C, wholesale, and sales channels.

Promart

Home Improvement Retail
Nov 2018 - Jun 2023

Organizational Transformation Lead

- Co-led the 2023–2025 Strategic Plan, integrating customer and organizational research to inform strategic priorities and initiatives.
- Led an Active Listening Program bringing 100% of the C-suite into stores for direct customer contact.

Senior Design Strategist

- Researched shifts in Peruvian families' behaviors during the early stages of the pandemic, translating emerging needs into new initiatives, including the launch of a digital service that enabled customers to complete returns and exchanges remotely.
- Partnered with HR to design a remote-work adaptation plan, translating employee research and key pain points into new ways of working.

Service Designer

- Redesigned the in-store pickup experience end-to-end, integrating customer-facing digital platforms, internal tools, and physical space to reduce customer wait times by 67%.
- Designed and facilitated workshops across 10+ business functions, embedding User-Centered Design, Design Thinking, Research, and Prototyping practices.

La Victoria Lab

Corporate Innovation
Aug 2016 - Nov 2018

Innovation Designer

- Designed UX/UI for innovation initiatives across Intercorp Group, including the website and registration experience for the group's largest innovation festival, bringing together leaders and teams from 20+ companies.