Nozomu Yoshida

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Summary

I have 3 strengths as an engineer as following: *1. Research ability supported by academic eminence results;* I belong to the most prominent laboratory on Human-Computer Interaction in Japan with three publications [1, 2, 4] as the first author in the international conference in 2 years. My research proficiency enables me to grasp the issues and derive solutions accurately. *2. What highlights me from other engineers is a profound understanding of the business fields;* As experienced in 5+ years of development in the production environment, product management, and winning the business model competition, I am an advantaged engineer with a comprehension of business sides, from marketing to user research. *3. Wide range of experiences as an issue-driven engineer;* where includes practical development of the top 8th ranked mobile app trends in Google Play worldwide and product/project management in the largest E-commerce company/laboratories in Japan with multi-cultural collaboration. In addition, I am currently managing an educational service as a founder for learning Japanese calligraphy, including online instruction with 20+ users from 4 countries.

Education

University of Tsukuba *Japan, Apr 2020 – Mar 2023*
・Master of Informatics (GPA: 3.7/4.3), Digital Nature Group, Advised by Associate Professor Yoichi Ochiai

University of British Columbia *Canada, Aug 2017 – Sep 2017*
・EGC Program; English practice program including global themes like: environment, cross-cultural communication, media, technology.

Iwate University *Japan, Apr 2016 – Mar 2020*
・Bachelor of Engineering (GPA: 3.2/4.0), Crossover Design Studio, Advised by Associate Professor Katsutsugu Matsuyama

Technical Skill

Language: Python, C, C#, JavaScript, Ruby, HTML, CSS | Database: MySQL, SQLite, MongoDB | OS: Mac, Windows, Linux
Software: Excel, PowerPoint, Word, TouchDesigner, Confluence, Final Cut Pro, Pixelmator Pro | Hardware: Arduino, Laser cutter, 3D printer

Professional Experience

Pixie Dust Technologies, Inc. - *R&D Engineer (Part-time) | Python, JavaScript (AngularJS), HTML, CSS* *Japan, May 2020 – Present*
・Implemented one of the largest accessibility-friendly questionnaire websites as the main engineer where includes mouse tracking, VoiceOver, and Alt Text, conducted an in-depth web-based survey on online shopping and E-commerce for a total of 133 visually impaired people, and clarified serious issues among them (e.g., Difficulty in buying and selling goods with apps and in recognizing products' images, textures, design, and size).
・Published research paper [3] and press release with Mercari, Inc., one of the world's biggest flea market companies, and contributed to future research on accessibility, inclusivity, and diversity, particularly for visually impaired people, by sharing the thorough survey results and insights.

Rakuten Group, Inc. - *Product Manager (Internship) | User research, Marketing, PRD, Usability test* *Japan, Fab 2021 – Apr 2021*
・Clarified the severe issue through in-depth user research with 20 physically disabled persons with low mobility and their family caregivers, which 90% of them had; they need to check precisely the hotel accessibility features and simulate the end-to-end path to the hotel facilities –Still, current OTAs don't provide detailed accessibility information, causing them many worries and forcing them to spend a lot of time planning the trip.
・Improved UX when booking accommodations via one of the world's largest OTAs by 80% by mapping new accessibility features of street-view-like indoor walk-through functions as solutions based on detailed product requirement documents and 1on1 usability tests with real disabled users.

iFive, Inc. - *Software Engineer (Part-time) | C# (Xamarin), Ruby (Ruby on Rails), HTML, CSS* *Japan, Oct 2017 – Mar 2020*
・Developed cross-platform (iOS/Android) official news app ranked 8th in the productivity category in Google Play to make the university announcements accessible with smartphones for the first time, which 1500+ students and faculty and staffs use. Notably contributed in developments of function to analyze and parse HTML tags with regular expressions to retrieve the information from websites with C# (Xamarin) and Ruby.
・Won first place with 100,000JPY out of 9 teams in business model competition in Japan by providing issue-driven sustainable C2C solutions.
・Selected as the best company out of 12 companies in the university twice in three years by above-mentioned contributions to the university.

Honors / Involvement / Qualification

・Kusakari award; An award given to outstanding engineering students in Iwate University (3%: 4 out of 119 students) *Iwate Univ, Mar 2020*
・Grand prize; By achievements in improving access to official information for 1500+ people (8%: 1 out of 13 companies) *Iwate Univ, Feb 2020*
・Special prize; Enabled to browse on-campus info by negotiations with the security division (10%: 1 out of 10 companies) *Iwate Univ, Feb 2019*
・SIGGRAGH Asia '18 SV program; Managed and lead the top CG conference to success (30%: 60 out of over 200 applicants) *Japan, Dec 2018*
・Grand prize; By achievements in winning BMC and deployment of university's first official app (8%: 1 out of 12 companies) *Iwate Univ, Feb 2018*
・Grand Prix; Proposed data-based barter IT solution that revitalizes local communities (11%: 1 out of 9 applicants) *Ofunato BMC2017, Jan 2018*
・TOEIC 845 (Registration number: 0007734-6, Administration number: 225) *Nov 2017*
・EIKEN Grade 1 (Certificate Number: E100634, CEFR C1; Equivalent to IELTS 7.0 - 8.0 and TOEFL iBT 95 - 120) *Jul 2017*

PUBLICATION

1. **Nozomu Yoshida**, Katsutsugu Matsuyama. ElectroMagnetic Guitar: Chord Playing Support System on Guitar by Electromagnets. In Proceeding of The International Workshop on Advanced Image Technology 2020. Paper No. 32 (2020). https://doi.org/10.1117/12.2566284. **Best Paper Candidates (16%: 16 out of 84 accepted papers)**.
2. **Nozomu Yoshida**, Katsutsugu Matsuyama. 2020. A Picking Interface Seamlessly Connecting Passive and Active Performance on Guitar. In Proceeding of The International Workshop on Advanced Image Technology 2020. Paper No. 52 (2020). https://doi.org/10.1117/12.2566285.
3. Yoshiki Nagatani, Kazuki Takazawa, **Nozomu Yoshida**, Mariko Kobayashi, Kentaro Teramoto, KotaroOomori, Masaaki Sadasue, Akihisa Shitara, Koyomi Koabayashi, Misato Takahashi. Survey on the Current State of Accessibility for Visually-impaired People Using E-commerce in Japan. Information Processing Society of Japan Research Report. Vol.2020-AAC-14, No.3, pp.1-8 (2020). http://id.nii.ac.jp/1001/00208100.
4. **Nozomu Yoshida**, Kosaku Namikawa, Yusuke Koroyasu, Yoshiki Nagatani, Yoichi Ochiai. 2021. Auditory-centered Vocal Feedback System Using Solmization for Training Absolute Pitch without GUI. In Proceeding of INTERACT2021 (2021). **(AR 27%: 108/400)** (Published on Sep 2021.)

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