




# Nozomu Yoshida

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## Summary

- 5+ years of hands-on business experience with multiple awards and end-to-end ownership spanning user research to tech implementation.
- Professional engineering expertise; developed an app ranked 8th globally at Google Play and PM experience at the largest EC company in Japan.
- Published multiple research papers in authoritative international conferences in the HCI field as the first author.

## 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 such as environment, cross-cultural communication, media, and 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 Skills

Language: Python, C, C#, JavaScript, Ruby, HTML, CSS | Database: MySQL, SQLite, MongoDB | OS: Mac, Windows, Linux  
Software: OfficeSuite, 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, including mouse tracking, VoiceOver, and Alt Text, and clarified severe accessibility issues by an in-depth web-based survey on E-commerce for a total of 133 visually impaired people.
  - 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.
- Rakuten Group, Inc. - Product Manager (Internship) | User research, Marketing, PRD, Usability test** *Japan, Feb 2021 – Apr 2021*
- Created a product concept starting market, personas, problem, to solution and competitor analysis; especially clarified the critical issue of current OTAs –the lack of end-to-end path confirmability of the hotel accessibility, by uncovering users' pain points from user research with nine aged and low-mobility people and validated the solution concept of new accessibility features that improved hotel-booking difficulty via OTA by usability tests.
  - Lessons I learned: 1. Focus on 'issue' by finding the root cause from the user's deep pain points 2. Keep thinking 'Why' on the product; be careful to build-trap. 3. Practical way of problem-solving to balance tech/business/UX sides by learning from other PdMs meetings and discussions.
- 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 staff use.
  - Notably contributed to function developments to analyze and parse HTML tags with regular expressions to retrieve the information from websites.
  - Won first place with 100,000JPY out of 9 teams in a 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; Outstanding computer science students in Iwate University (3%: 4 out of 119 CS students) *Iwate Univ, Mar 2020*
- Grand prize; Improved 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*
- SIGGRAPH 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; Won BMC and deployed 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 teams) *Ofunato BMC2017, Jan 2018*
- TOEIC L&R 845 *Nov 2017*
- EIKEN Grade 1 *Jul 2017*

## PUBLICATIONS

- 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). **Best Paper Candidates** (16%: 16 out of 84 accepted papers).
- 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).
- Yoshiki Nagatani, Kazuki Takazawa, **Nozomu Yoshida**, Mariko Kobayashi, Kentaro Teramoto, Kotaro Oomori, 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).
- 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. LNCS Vol.12935, pp.3-9 (2021). **AR 27%**.