Nozomu Yoshida

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Summary

1. 5+ years of hands-on business experience with multiple awards and end-to-end ownership spanning user research to tech implementation.
2. Professional engineering expertise; developed an app ranked 8th globally at Google Play and PM experience at the largest EC company in Japan.
3. 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, Fab 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

・Idea award; Proposed whole-country-scalable barter IT solution revitalizing local communities (Private competition rate) *NBC by SSC, Dec 2021*
・Second prize; Proposed Edtech solution for flexible Shodo learning online worldwide (7%: Top 2 out of 28 plans) *NBC by NJB, Nov 2021*
・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*
・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; 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

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). **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).
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).
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. LNCS Vol.12935, pp.3-9 (2021). **AR 27%**.