

I'M CJ HOSTETTER.

I am an indie game developer and digital product designer.

I have over 10 years of experience working in both English and in Japanese.

I am actively looking for clients who are in video games or sustainable tech to leave the world better than they found it.

I run Global Game Jam every year in Tokyo to help get more diverse folks interested in games.

// BLOG

[Illuminesce.net/blog/](https://illuminesce.net/blog/)

// PORTFOLIO

bit.ly/chostett-portfolio

// TALKS

I do regular talks and workshops on technology and video games.

See examples here:
illuminesce.net/talks

// CONTACT

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// EXPERIENCE

Studio Terranova: Co-founder & Designer

Jan 2024 - Present

Co-founded the game studio & design cooperative, Studio Terranova. Client work includes design for sustainable tech and games; in-house products are narrative, LGBTQ+ focused video games.

Core responsibilities:

- Worked together with clients to build roadmaps, strategy, and design mobile, website, touchscreens and other digital products
- Designed, developed and released the indie video game Terranova
- Lead marketing strategy and materials such as branding, promotions, websites, videos, and goods around indie games

yamaneco: Head of Design

Aug 2021 - Feb 2023

Responsible for all design work completed by the design team and for providing the strategic direction for the department. Held a high standard of design research and design education provided and ensured high-quality, collaborative work for our partners and clients.

Core responsibilities:

- Collaboratively set project goals and deadlines, managed resources and client expectations within project timeline
- Established and mentored a culture of design thinking within large-scale Japanese enterprise businesses
- Hired a design team and built design proficiency within the company

yamaneco: UX Designer

Dec 2018 - Aug 2021

As a solo designer, was responsible for all UX, UI and design research provided by yamaneco to clients.

Core responsibilities:

- Led client research, moderated interviews in Japanese and synthesized user insights to glean experience trends
- Co-created sitemaps and wireframes, and UI screens for production within an agile environment
- Created project goals, roadmaps and customer journey maps together with stakeholders and teammates

Goodpatch: Senior UX Designer

Oct 2017 - Nov 2018

Led design strategy and user research within Goodpatch's prototyping product, Prott, to steer product direction and product experience.

Core responsibilities:

- Lead iterative user testing efforts and implemented a weekly sprint-like testing structure where design, development and stakeholders were actively talking with users on a weekly basis
- Worked together with stakeholders and development in Japanese to craft a design-led vision and business strategy for Prott
- Co-created sitemaps, wireframes and user flows for mobile/web
- Organized, led and moderated a cross-organization in-depth fundamental research study on current users to identify new business opportunities.

// SKILLS & TOOLS

Design Research

Contextual Inquiry
Participatory Design
Immersion
Cultural Probes
User Testing/Validation
Ethnographic Theory

UX Design

Wireframing
Storyboarding
Service Blueprinting
Rapid Ideation
Iterative Prototyping
Heuristic Evaluation
Think-Aloud User Testing
Experience Mapping

Software/Tools

Sketch
Figma
Photoshop
Illustrator
inDesign
AfterEffects
HTML/CSS
Abstract/Jira/GitHub

Leadership

Public Speaking/Facilitation
Mentoring/Teaching
Agile Methodology
Design Strategy
Business-Level Japanese

// EXPERIENCE, CONT'D

frog design: Senior Interaction Designer

Dec 2014 - Aug 2017

Lead research, user studies and validation in the field for complex digital experiences in enterprise software and experiences. Wireframed and prototyped elegant software, service and architecture solutions for enterprise clients in fast-paced creative agency.

Core Responsibilities

- Designed research recruitment, planning, in-field activities and synthesis to create meaning and strategy from user insights
- Storyboarded and concepted map insights from design research for easy adoption within clients
- Created comprehensive and deep sitemaps, wireframes and prototypes of innovative and complex systems
- Animated detailed interactions to highlight key moments in software

Freelance: Interaction Designer/Illustrator

Nov 2013 - Dec 2014

Worked with clients such as Capital One, DELL, Retail-Me-Not, and others to produce high-quality storyboards on design research processes, e-commerce sites and style guides.

Demand Media: Associate UI Engineer

Aug 2012 - Nov 2013

Designed and developed responsive websites for Samsung, USA Today, and National Geographic, boosting their ad revenue and engagement.

Apple: Training Content Administrator

Sep 2010 - Aug 2012

Managed training content worldwide for Apple, as well as directed of training design in HTML/CSS and review for Japanese training translations.

// EDUCATION

Austin Center for Design, Austin, TX.

Interaction Design, Social Entrepreneurship. Graduated May 2014.

Capstone Project: queery, an innovative friend-date application co-created with the queer community. Deliverables included:

- Research and synthesis readout
- Fully wireframed application
- 5-year revenue forecast for business and potential investors

Carnegie Mellon University, Pittsburgh, PA.

BA in Japanese, Concentration in Art. Graduated May 2009.

- Spoke as class representative at Modern Languages graduation
- Project leader in Game Creation Society

ICU 国際基督教大学, Mitaka, Japan.

Studied abroad from Sept 2007 - Jun 2008. OYR Program.