MASAKI IWABUCHI

LEAD SERVICE & INTERACTION DESIGNER

CONTACT

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EDUCATION

- **Parsons School of Design**
  Aug 2018 - May 2020
  MFA Design and Technology

- **The University of Tokyo**
  Apr 2007 - Mar 2009
  Master of Interdisciplinary Information Studies

- **The University of Tokyo**
  Apr 2003 - Mar 2007
  B.E in Information & Communication Engineering

CERTIFICATION

- **Certified Scrum Master,** 2017

SKILLS

- **Design Method**
  Design Thinking, Prototyping, Scrum, Lean Startup, Service Design, Speculative Design, Project Management, Visual Design, Collaboration

- **Software**
  Adobe CC, Sketch, Invision, MS Office, Sublime Text, Unity

- **Code**
  HTML, CSS, javascript, jQuery, Arduino, C, OpenGL, Ruby, Linux, Processing

MISSION STATEMENT

> Making **Preferable** world through proposing **Possible** world.

EXPERIENCE

> **Product Design Lead, Artrigger Inc.**   Feb 2018 - Aug 2018
  > Defined requirements of the Minimum Viable Product.
  > Built and organized a scram development team consisting of 2 designers and 3 developers, and doubled the development velocity.
  > Designed medium- and long-term business strategies based on customer experience and succeeded in raising $ 1 million in funding.

> **Product Manager, IBM Japan**   Apr 2016 - Jul 2018
  > Managed an $1 million service design project that 2 designers, 6 engineers and 2 business strategists participated, and delivered the iOS App over the course of a year.
  > Facilitated IBM Design Thinking Workshops to 15 clients
  > Conducted 10 internal IBM Design Workshops and trained the human-centered design for all 800 newgrads of IBM Japan.

> **UX/UI Consultant & Designer, IBM Japan**   Apr 2009 - Mar 2016
  > Led 2 UX/UI designers and delivered a brand new enterprise cognitive application using IBM Watson, and reduced the time taken by the worker's task by 30% as a result.
  > Redesigned a corporate website of a Japanese client and raised the number of inquiries by 3 times.

PUBLICATION

> Masaki Iwabuchi, Yasuaki Kakehi, and Takeshi Naemura: "Limpi-Dual Touch, Interactive Limpid Display with Dual-sided Touch Sensing", ACM SIGGRAPH2008 Posters.

AWARDS & HONORS

> **Parsons School of Design President's Scholarship,** 2018 - 20
> **Selected for IBM Japan Technology Leading Talent,** 2012
> **Young Researcher Award in Human Interface Society,** 2009
> **ACM SIGGRAPH Student Research Competitior,** 2008
> **Good Design Award in Pioneering design,** 2008