

# MASAKI IWABUCHI

Award-winning B2B application Product Designer with 10-years professional experience

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## EXPERIENCE

### Product Design Lead, IBM ..... Tokyo, Japan / 04.2016 - 07.2018

- Delivered an iOS service to a client in the Energy industry with high scores of qualitative/quantitative evaluation of over 300 users and convinced the client to launch the service in the Spring of 2019.
- Led cross-domain members from business, design, technology and orchestrated the entire product design process using Design Thinking, Lean Startup, and Agile over a course of a year without delay.

### Senior UX/UI Designer, IBM ..... Tokyo, Japan / 04.2013 - 03.2016

- Formulated and launched a UX/UI of an enterprise cognitive application for a manufacturing industry client in collaboration with IBM Watson and AI researchers, reducing man-hours by 66%.
- Led two visual designers and built a prototype of a manufacturing industry client's new responsive website and successfully acquired the following implementation project.

### Junior UX/UI Designer, IBM ..... Tokyo, Japan / 04.2009 - 03.2013

- Reformed design templates of an education industry client's website, increasing Page View by 70%.

## PROJECTS & ACTIVITIES

### Programming Tutor Specialist, Parsons School of Design ..... NY, USA / 01.2019 - Present

- Tutored 20+ students in HTML / CSS / javascript in addition to Adobe software, Arduino, and Unity.

### Certified IBM Design Thinking Coach ..... Tokyo, Japan / 2018

- Facilitated IBM Design Thinking Workshops to 15 enterprise clients to generate disruptive solutions.
- Trained Design Thinking and a design philosophy of IBM to all 800 new hires of IBM Japan in 2018.

### ChanoMa ..... Tokyo, Japan / 2018

- Created an iOS Service for dual-income households in the central region of Japan to tighten family bonds between busy parents and little children, supporting recording children's daily responses.

## EDUCATION

### Parsons School of Design ..... M.F.A. in Design and Technology / 2018 - 2020

### The University of Tokyo ..... M.A. in Interdisciplinary Information Studies / 2007 - 2009

### The University of Tokyo ..... B.E. in Information and Communication Engineering / 2003 - 2007

## AWARDS & HONORS

### President's Scholarship ..... Parsons School of Design / 2018 - 2020

### Young Technology Leading Talent Award ..... IBM / 2012

## SKILLS

### Methods ..... Design Thinking / Scrum / Service Design / Speculative Design / UX/UI Design

### Software ..... Adobe CC / Sketch / Invision / Zeplin / Framer / Origami / Principle / Figma / Unity / Maya

### Code ..... html / CSS / javascript / d3.js / three.js / React.js / Arduino / C# / Linux / Github