

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 & Commu-
nication 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

- **Chief Experience Officer, 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.
- **Managing Service Designer, 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: "Limpid 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 Competitor, 2008**
- **Good Design Award in Pioneering design, 2008**