

# 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 a \$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**