MASAKI IWABUCHI

LEAD SERVICE & INTERACTION DESIGNER

CONTACT

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EDUCATION

Parsons School of Design
Aug 2018 - May 2020
MFA in 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, majoring in Information &
Communication Engineering

CERTIFICATIONS

Certified Scrum Master, 2017
**Certified IBM Design Thinking
Coach,** 2017

SKILLS

Design Method
Design Thinking, Scrum, Service
Design, Speculative Design, UX
Research, Rapid Prototyping,
Lean Startup, Workshop Design

Design Tool
Adobe CC, Sketch, Invision, MS
Office

Code
HTML5, CSS3, javascript,
jQuery, Arduino, C, OpenGL,
Ruby on Rails, Linux

MISSION STATEMENT

As a designer, I deliver a preferable product for users to solve
current problems and have happier experiences.
As a futurist, I propose a possible product for people to discuss
future problems and speculate happier world.

EXPERIENCE

Chief Experience Officer | Artrigger Inc. | 2018
Built organization and culture to improve a quality of their first
product named Folly. Adopted and managed an iterative develop-
ment cycle using methodologies of design sprint and scrum.

Managing Service Designer | IBM Japan | 2016 - 2017
Focused on bridging for technologies to reach the market.
Designed a creative and sustainable business ecosystem to solve
customer problems by utilizing a design and business methods.

Pro Bono Consultant | IBM Corporate Service Corps | 2014
Participated in a cross-border global IBM team in Mexico tackling
problems of gender violence. Proposed the technological visions
to improve community services of Mexico State Public Admin.

UX/UI Consultant & Designer | IBM Japan | 2009 - 2016
Redesigned corporate websites of various Japanese large clients.
Defined personas and developed concepts, sitemaps, wireframes
and prototypes using human-centered approach.

PUBLICATION

Masaki Iwabuchi, Yasuaki Kakehi, and Takeshi Naemura: "LimpiDu-
al Touch, Interactive Limpid Display with Dual-sided Touch Sens-
ing", ACM SIGGRAPH2008 Posters.

AWARDS & HONORS

President's Scholarship from Parsons School of Design,
US, 2018 - 2020
Selected for ACM SIGGRAPH Student Research Competition,
US, 2008
Young Researcher Award in Human Interface Society,
Japan, 2009
Good Design Award, Pioneering and exponential design Winner,
Japan, 2008