Masaki Iwabuchi

 New York, NY   201-779-6100   iwabm186@newschool.edu   iwabm.github.io

RESEARCH-DRIVEN PRODUCT DESIGNER
Deliver innovative products leveraging strong design & engineering background

Seasoned interaction designer with expertise in mobile platforms. Skilled in all facets of design process from conception to implementation through User-Centered eye. Professional, logical and creative with proven prototyping skills. Excellent at research-driven design decision and problem solving. Understanding of visual design, coding and web technology.

Areas of Expertise:

- **UX Research Methods**
- **Design Sprint**
- **Idea Generation**
- **Insight Analysis**
- **UX/UI Mockup**
- **Front-End Coding**
- **Service Ecosystem Design**
- **Agile Development**
- **Process Improvement**

PROFESSIONAL EXPERIENCE

IBM, Tokyo, Japan   04.2009 - 07.2018

Product Design Lead ··· 04.2016 - 07.2018

Chanoma: Service for dual-income households to tighten family bonds
- Delivered an iOS service to a client in the Energy industry with high scores of qualitative surveys and quantitative access data evaluation of over 300 users and convinced the client to launch the service in the Spring of 2019.
- Defined a potential target user and pain points by primary and secondary research such as over 20 interviews, statistical segmentation and competitive analysis.
- Improved the fidelity of prototype by creating the entire user flows and wireframes, mid-fidelity Invision mockups and finalized over 80 mobile screens.
- 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.

IBM Design Thinking Coach
- Planned a course material and facilitated IBM Design Thinking Workshops to 15 enterprise clients to generate disruptive solutions
- Conducted 1-day workshop and Trained all 800 new hires of in IBM Design Thinking and communicated a design philosophy of IBM

Senior UX/UI Designer ·· 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 ·· 04.2009 - 03.2013

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

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IBM, Tokyo, Japan (Continued)
Pro-Bono Consultant in Mexico ································· 06.2014
- Diagnosed an exisitng service and a situation in Mexico and proposed a vision for the problem of Gender Violence in Mexico in collaboration with international IBM as a member of IBM CSC (Corporate Service Corps).

RECENT PROJECTS & ACTIVITIES

Programming Tutor Specialist, Parsons School of Design ············· 01.2019 - Present
- Tutored 100+ students in creative coding such as HTML / CSS / javascript in addition to Adobe software, Arduino, and Unity.

Breathing Chair ·· 12. 2018
- Researched a critical interaction concept based on ontological design and materialized it by physical computing and creative coding using Arduino.

EDUCATION

MFA in Design and Technology, Parsons School of Design ············· 2020
MA in Interdisciplinary Information Studies, The University of Tokyo ····· 2009
BE in Information and Communication Engineering, The University of Tokyo ·· 2007

SKILLS

Methodology ····· Design Thinking, Scrum, Service Design, Lean Startup, UX/UI Design
Research ····· Design Sprint, Qualitative/Quantitative data gathering, Lean Canvas
Design ······· Adobe CC/XD, Sketch, Invision, Zeplin, Framer, Origami, Principle
Code ················· html, CSS, javascript, d3.js, p5.js, three.js, React, node.js, Unity
Collaboration ················· Figma, Flinto, JIRA, Box, MS Office, Google Slides, Github

AWARDS & HONORS

President's Scholarship ···················· Parsons School of Design, 2018 - 2020
Young Technology Leading Talent Award ···················· IBM, 2012
Young Researcher Award ··············· Human Interface Society, Japan, 2009
Good Design Award ········· Pioneering and exponential design Winner, Japan, 2008
Selected for Student Research Competition ················· ACM SIGGRAPH, 2008

PUBLICATION

Masaki Iwabuch, Yasuaki Kakehi, Takeshi Naemura: ''LimpiDual Touch: Interactive Limpid Display with Dual-Sided Touch Sensing,'' ACM SIGGRAPH2008 Research Posters.