

# MASAKI IWABUCHI

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🏠 [iwabm.github.io](http://iwabm.github.io)

## CAREER OBJECTIVE

**Build solutions for planetary scale problems for humanity in the 22nd Century.**

## EXPERIENCE

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

- Tutored students in html / css / javascript in addition to Adobe software, Arduino, Maya and Unity

**Chief Design Officer, Artrigger Inc.** ..... Tokyo, Japan / 02.2018 - 08.2018

**FOLLY: Matching service between creators and recruiters via creative portfolio**

- Implemented and launched a service through incremental iterations of Build / Measure / Learn cycle

**Product Design Manager, IBM** ..... Tokyo, Japan / 04.2016 - 07.2018

**Chanoma: iOS App for working mothers to strengthen family bonds**

- Transformed complex quantitative and qualitative research data into viable solutions
- Managed the entire product design process using methodologies of Design Thinking and Lean Startup
- Orchestrated a project team consisting of 2 designers, 6 engineers and 2 business strategists

**IBM Design Thinking Coach**

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

**Senior Interaction Designer, IBM** ..... Tokyo, Japan / 04.2013 - 03.2016

- Formulated a UX/UI of an enterprise application in collaboration with IBM Watson and AI researchers
- Led 2 visual designers to redesign a UX/UI of a manufacturing industry client's responsive website

**Junior Interaction Designer, IBM** ..... Tokyo, Japan / 04.2009 - 03.2013

- Reformed a UX/UI of an education industry client's website in collaboration with designers & engineers

## 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

**Selected for Student Research Competition** ..... ACM SIGGRAPH / 2008

## SKILLS

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

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

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