MASAKI IWABUCHI

SERVICE DIRECTOR / EXPERIENCE DESIGN ENGINEER

CONTACT

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PORTFOLIO

http://iwabm.github.io/

EDUCATION

School of Visual Arts
Completed 5 Weeks MFA Interaction
Design Summer Program, 2015
Parsons the New School of Design
Completed 3 Weeks Graphic Design
Summer Program, 2015
The University of Tokyo
Master of Interdisciplinary
Information Studies, 2009
The University of Tokyo
Bachelor of Engineering (Information
& Communication Engineering),2007

CERTIFICATIONS

Certified Scrum Master, 2017
**Certified IBM Design Thinking
Coach,** 2017
**Certified Human Centered Design
Specialist,** 2014

EXPERTISES

Design Thinking | Scrum | Service
Design | Speculative Design | Adobe
CC | Sketch | HTML | CSS | javascript
| Invision | Arduino | MS Office |
Linux | C | OpenGL | Ruby on Rails

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

WORK EXPERIENCE

IBM Japan
Senior Experience Designner | 2009 - Present
7+ years of professional UX consulting experience in the
Human Centered Design discipline with a special
emphasis on concept creation, experience prototyping
and service ecosystem design. Also, researching and
exploring POST-Human Centered Design.

VOLUNTEER EXPERIENCE

IBM Corporate Service Corps, Mexico
Strategy Consultant | 2014
1 month pro bono consulting activity for IAPEM
(Institution of Public Administration of Mexico State) and
tackled with a problem of Gender Violence in Mexico in
collaboration with global IBMers.

PUBLICATION

Masaki Iwabuchi, Yasuaki Kakehi, and Takeshi Naemura:
"LimpiDual Touch, Interactive Limpid Display with
Dual-sided Touch Sensing", ACM SIGGRAPH2008 Posters.

AWARDS & HONORS

Selected for Young Japanese Photographers
Einstein Studio, Japan, 2015
Young Researcher Award
Human Interface Society, Japan, 2009
Selected for ACM SIGGRAPH SRC
Selected for Student Research Competition, US, 2008
Good Design Award
Pioneering and experimental design Winner, Japan, 2008