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

CERTIFICATION

Certified Scrum Master, 2017

SKILLS

Design Method
Design Thinking, Prototyping,
Scrum, Lean Startup, Service
Design, Speculative Design,
Research through Design,
Project Management, Collabo-
ration, Visual Design

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 an $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 technology, 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

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

AWARDS & HONORS

> **Parsons School of Design President's Scholarship,** 2018- 2020
> **Selected for IBM Japan Technology Leading Talent,** 2012
> **Young Researcher Award in Human Interface Society,** 2009
> **ACM SIGGRAPH Student Research Competitior,** 2008
> **Good Design Award in Pioneering design,** 2008