

# MASAKI IWABUCHI

LEAD PRODUCT & INTERACTION DESIGNER



## CONTACT

🏠 <http://iwabm.github.io/>  
✉ iwabm186@newschool.edu  
📍 2506s, 475 Washington Blvd,  
Jersey City, NJ 07310  
☎ +1 (201) 779 6100

## EDUCATION

- **Parsons School of Design**  
Aug 2018 - May 2020  
MFA 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 in Information & Commu-  
nication Engineering

## CERTIFICATION

- **Certified Scrum Master, 2017**

## SKILLS

- **Design Method**  
Design Thinking, Scrum,  
Lean Startup, Service Design,  
Speculative Design, Project  
Management, Visual Design
- **Software**  
Adobe CC, Sketch, Invision,  
Framer, Origami, Principle,  
Figma, Unity, Maya, Onshape,  
Sublime Text, MS Office
- **Code**  
HTML, CSS, javascript, d3.js,  
three.js, React.js, Arduino, C,  
MySQL, Linux

## MISSION STATEMENT

- Making **Preferable** world through proposing **Possible** world.

## EXPERIENCE

- **Product Design Lead, Artrigger Inc.** Feb 2018 - Aug 2018
  - Designed medium- and long-term business strategies based on customer experience and succeeded in raising \$ 1 million in funding.
  - Designed an core experience of the first product.
  - Built and organized a scam development team consisting of 2 designers and 3 developers, and doubled the development velocity.
- **Product Design Manager, IBM Japan** Apr 2016 - Jul 2018
  - Managed an \$1 million service design project that 2 designers, 6 engineers and 2 business strategists participated, and designed the iOS App over the course of a year.
  - Facilitated IBM Design Thinking Workshops to 15 clients
  - Conducted 10 internal IBM Design Thinking Workshops and trained a design culture for all 800 newgrads of IBM Japan.
- **Senior Interaction Designer, IBM Japan** Apr 2013 - Mar 2016
  - Led 2 UX/UI designers and designed a brand new enterprise cognitive application using IBM Watson technology, and reduced the time taken by the worker's task by 30%.
- **Junior Interaction Designer, IBM Japan** Apr 2009 - Mar 2013
  - Redesigned a whole experience of a Japanese client's website and raised the number of orders by 3 times.

## PUBLICATION

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

## AWARDS & HONORS

- **Parsons School of Design President's Scholarship, 2018 - 20**
- **Selected for IBM Japan Technology Leading Talent, 2012**
- **Young Researcher Award in Human Interface Society, 2009**
- **ACM SIGGRAPH Student Research Competitor, 2008**
- **Good Design Award in Pioneering design, 2008**