

MASAKI IWABUCHI

📍 New York, NY

☎ +1 (201) 779 6100

✉ iwabm186@newschool.edu

🏠 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
- Structured mid-term a business and UX roadmap and succeeded in raising \$ 1 million in funding

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 UX/UI 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 a project manager.

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 / Zeplin / Framer / Origami / Principle / Figma / Unity / Maya

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