

MASAKI IWABUCHI

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EXPERIENCE

› Product Design Lead, Artrigger Inc. ----- Tokyo, Japan / Feb 2018 - Aug 2018

FOLLY

- › Designed and developed UX/UI of a portfolio service connected to recruiters named FOLLY
- › Managed a team consisting of 2 designers and 3 developers as a certified scrum master
- › Designed med- and long-term business strategies and succeeded in raising \$ 1 million in funding

› Product Design Manager, IBM Japan ----- Tokyo, Japan / Apr 2016 - Jul 2018

CEP Service Design Project

- › Designed and developed an iOS App for working mothers to strengthen family bonds
- › Managed a service design project that 2 designers, 6 engineers and 2 strategists participated

IBM Design Thinking Coach

- › Facilitated IBM Design Thinking Workshops to 15 clients to create creative concept
- › Conducted 10 Design Thinking Workshops to train a design culture for all 800 newgrads of IBM

› Senior Interaction Designer, IBM Japan ----- Tokyo, Japan / Apr 2013 - Mar 2016

- › Led 2 UX/UI designers and designed an enterprise cognitive application of MHI using IBM Watson
- › Worked closely with a product manager and engineers to design a concept of DAIFUKU's website

› Junior Interaction Designer, IBM Japan ----- Tokyo, Japan / Apr 2009 - Mar 2013

- › Designed a whole UX/UI of SUNDAI's website to implement modern CMS and raised PV by 3 times

EDUCATION

› Parsons School of Design ----- MFA Design and Technology / 2018 - 2020

› The University of Tokyo ----- Master of 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

› Young Researcher Award ----- Human Interface Society Japan / 2009

› Selected for Student Research Competition ----- ACM SIGGRAPH / 2008

SKILLS

› Method ----- 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