

Shinichiro Kuwahara

Market Researcher + Designer

Contact

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773.490.1614

Skills

Depth Interview
Focus Group Interview
Home visit Interview
Interaction Design
Qualitative Data Analysis
Quantitative Data Analysis
Questionnaire Survey
Rapid Prototyping
Visual Information Design

Tools

Fusion 360
HTML / CSS / JavaScript
Illustrator
InDesign
Microsoft Excel
Photoshop
Principle
Sketch
Statistics

Experience

Assistant Manager

Research Div., Toyota Motor Corporation

Jan 2019 - May 2019
Tokyo, Japan

Analyzed sales and products quantitative data, identified why global market share has decreased and reported to executives to improve market strategies.

Senior Analyst

Jan 2015 - Dec 2018

Quantitatively analyzed competitor sales and production strategies in terms of body type, size, power-train and country for company's mid-term business plan.

Led a consumer survey to grasp their expectation of Electric Vehicle/ Plug-in Hybrid Vehicle/ Hybrid Vehicle such as price, driving range and charging time, for the first time with R&D divisions to consider future model specifications.

Designed and conducted a customer survey of a new Prius in U.S. and Japan to grasp a gap between customer expectations and product's core value to redefine its concept with Chief Engineer, Planning Div., U.S. HQ and research agencies.

Coordinator

Toyota Motor Asia Pacific

Jan 2014 - Dec 2014
Singapore

Reviewed feasibility of sales plans of Sales Dept., reported to Japan HQ and executives of the company as a chosen overseas trainee from HQ.

Improved a calculation model of vehicle demand & supply management, standardized its process and reduced workload by 30%.

Led a training program of statistical forecasting for 20 members from all distributors in South East Asia, India, and Pakistan by training 3 Singapore members as trainers.

Analyst

Research Div., Toyota Motor Corporation

Apr 2010 - Dec 2013
Tokyo, Japan

Analyzed and forecasted economic growth and automotive market volume with statistics for future sales and production plans.

Education

IIT Institute of Design

Foundation + Master of Design of 2021

Aug 2019 - Present
Chicago, U.S.

Through introduction classes, designed a mobile app, an AR app, a board game, 2 office products and 7 visual information designs.

Learned coding on my own and created a portfolio website.

University of Tokyo

Bachelor of Law

Apr 2006 - Mar 2010
Tokyo, Japan