

Portfolio

www.yumamitsui.com

Contact

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Skills

Semi-structured interview

Ethnography

Survey

Heuristic UX research

Insight generation

Concept development

Persona

Customer journey mapping

UI wire frame

UI creation/UX prototyping

Storytelling

User testing

Workshop facilitation

Project management

UI/UX Design review

Tools

Adobe Illustrator, Photoshop

Premier, iMovie

Figma, Adobe XD

FigJam, Miro

Google Slides, Docs, Spreadsheet

Microsoft Office

Slack, Teams, Asana

Zoom

Languages

Japanese [Native]

English [Intermediate]

Italian [Novice]

Licences

Driver's license

TOEIC Listening & Reading [820]

A service designer with a strong passion for using various research methods to uncover the needs and desires of people and society, and to create new delight and visualize the way people will live their lives.

Based in Tokyo and San Francisco, Yuma has been leading user research and new service development projects for domestic and international companies in various industries, e.g. Subaru, Square, for 8 years. He focuses on the end-user's emotions, and keeps thinking about people's lives and their relationship with society from various perspectives. His goal is to redefine the essential issues of the user experience, to find new business opportunities, and to bring the insights gained from his own experiences and discussions with colleagues to bear in the design of "future lifestyles and society that users will truly want to choose."

While focusing on research, he also facilitates co-creation workshops, teaches entrepreneurship programs, and is expanding his scope of activities into the area of "creation," such as UI design and video editing.

He is also a lecturer for Global Challenge! Startup Team Fukuoka (2020-2022) and Kaga City Global Startup Development Program (2021). Major awards include the Good Design Award Best 100.

Work experience

2023.5 -	AKQA UKA Inc. Tokyo, Japan Senior Strategist
2020.1 - 2023.4	btrax Japan LCC Tokyo, Japan and San Francisco, CA U.S. Design Research Manager / Innovation Facilitator
2016.2 - 2020.1	GK Industrial Design Inc. Tokyo, Japan Design Researcher at Design Research Initiative

Education

2015.3	M.A in Design Strategy Kyushu University, Graduate School of Design Fukuoka, Japan
2014.9 - 2015.2	Product Service System Design Course [Exchange program] Politecnico di Milano Milan, Italy
2011.3	B.A in Environment and Information Studies Keio University SFC Fujisawa, Japan
2009.3	B.A in Business and Commerce Keio University Tokyo, Japan

Achievement

2019.10	GOOD DESIGN BEST 100 GOOD DESIGN AWARD 2019 [Japan] Work Cruise Ferry - SEA PASEO
2012.12	Excellence Award/Best Idea Award issue +design コンペティション [Japan] Work My Channel

Job summary

After finishing graduate school, he worked as a design researcher for GK Industrial Design, Inc. and btrax LLC in Tokyo and San Francisco, U.S. for 8 years, engaging in design consulting work. He has led user research and new service concept development projects for domestic and international consumer electronics manufacturers and businesses in the food, airline, and medical industries. In addition to domestic projects, he has experience in designing and leading projects from field research and workshop design and implementation to UI creation and beta application prototype development in the U.S. and India. In addition, as an instructor in training programs for domestic and international entrepreneurs and domestic companies, he has facilitated the development of services for a total of more than 300 people. With his knowledge of design thinking and experience in user research and facilitation, he is taking on the challenge of creating "a future where users truly want to choose" in a wide range of fields.

Key Skills

Knowledge of design thinking, UI/UX design, service design, and design sprints
 Design and execution of generative user research and concept validation
 Analysis, synthesis, visualization, and presentation of various types of research
 Concept development, customer journey mapping, storytelling, and UI design
 Design and facilitation of co-creation and training workshops
 Leading projects in collaboration with designers, engineers, and other stakeholders

Employment history [1]

AKQA UKA Inc.

<https://akqauka.com/> Tokyo, Japan

2023.5 -
Senior Strategist

- 1) Senior strategist for a design firm providing CX transformation support strategy and design for Japanese companies, responsible for a variety of research and strategy development. His projects for Japanese airlines included stakeholder and user surveys (40 in total) and contact center observation studies. Working with the group company's director in AUNZ, he designed the details of the research methodology and synthesized insights. Received high evaluation for extracting and visualizing insights from a lot amount of data.
- 2) Conducted a one-day design thinking training course for employees of a Japanese company who were seeking to learn design thinking for the new business development. The training was conducted in two sessions for 18-20 participants each time, and received an average satisfaction rating of 4.3 out of 5.

Employment history [2]

btrax Japan LCC

<https://btrax.com/jp/> Tokyo, Japan and San Francisco, CA U.S.

2023.2 - 2023.4
Service Design Lead

2022.3 - 2023.1
Design Researcher Manager / Innovation Facilitator

2020.1 - 2022.1
Design Researcher / Innovation Facilitator

- 1) As a design researcher, he engaged in design consulting based in Japan and San Francisco. He led a project to develop new digital services for a Japanese automobile and food company client through the design sprint methodology. His key responsibilities included design and facilitation of co-creation workshops, conducting user research in the US, insight generation, and UI/UX prototyping.
- 2) Has led training on design thinking workshop for over 300 participants in Japan's Entrepreneurship Development Program. Also designed a 10-week program for young employees of a company seeking to learn the Design Thinking Mindset, based in San Francisco. He led a total of five programs as an lecturer and workshop facilitator.
- 3) As manager of the UX research team, set OKRs for the team and created a training plan for members.

Employment history [3]

GK Industrial Design Inc.

<https://www.gk-design.co.jp/> Tokyo, Japan

2016.2 - 2020.1
Design Researcher

- 1) Worked as a design researcher at a design firm that specialized in industrial design. In new product development projects, focusing on consumer electronics and vehicles, was in charge of generative research including user research, design and facilitation of co-creation workshops, insight generation, and concept development. In the design project of the SEA PASEO, a new car ferry, as research lead, he proposed the total concept and the zoning concept for the interior of the ferry. The project won several awards, including the Good Design Award Best 100. Since its service, the number of passengers seeking a new ferry experience has increased by 10% per year, contributing to the growth of the client's business.
- 2) Field research in emerging countries such as India and Africa. Generated insights from the lives of local people in the development of kitchen appliances and mobility-related services. The home appliance concept we designed for the Indian market was incorporated into the client's flagship model for 2020.