

NAOYUKI "NAO" ISHITSUKA

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OBJECTIVES

I seek a position in user experience design (HCI) with a software company or engineering team that appreciates user research and innovative interface solutions.

Portfolio

http://nao-i.com/nao_portfolio.pdf

PROFESSIONAL SUMMARY

My focus is on simplicity in user interaction design for web-based & mobile applications.

Expertise includes:

- Creating Flash-based animations that are easy to understand yet communicate rich information
- Designing interfaces that rely on universal symbols rather than text to succeed
- Testing multiple design solutions to understand user response

WORK EXPERIENCE

Design Researcher, Stanford University's Persuasive Technology Lab, October 2007 - Current
Directed research and design on lab's initiative in "Universal Storytelling"

- Created Flash-based visual language that conveys persuasive messages without the use of words
- Conducted tests with people globally; analyzed data to improve user experience
- Designed stories for viewing on mobile devices
- Currently writing an article for *acm interactions magazine*.

Lead Interaction Designer, YackPack

2005, 2006

Directed interface design of a web-based voice communication tool for groups

- Planned new features including a Facebook integration
- Rapidly prototyped using Flash to test user experience and improve service interface
- Created media kit for web distribution, PR and advertising materials

Lead Interaction Designer, Waseda University Web Site

April 2007

Directed visual design for bilingual web site

- Designed a bilingual (Japanese & English) website for simultaneous localized updates
- Implemented W3C rules for universal usability enabling all pages to be viewed as text

AWARDS

Post-It Design Award 2006

"Communication Tool for Families"

- Designed new communication experience for parents and children using Post-it Notes
- Design productized and marketed to 3M's customer base

Post-It Design Award 2003

"Creation & Schedule Management Tool"

- Designed Post-it Notes optimized for brainstorming & schedule management
- Design productized and marketed to 3M's customer base

COMPUTER SKILLS

Expert:

Adobe Flash (including ActionScript authoring),
Illustrator, Photoshop

Business Production Experience:

Adobe After Effects, Dreamweaver, Fireworks,
Apple's iMovie, Keynote, STRATA3D, J-Builder,
Microsoft Office,

Programming Languages:

ActionScript, HTML, CSS, JAVA

EDUCATION

Tama Art University, Tokyo, Japan
School of Art
Department of Information Design
BFA 2006

LANGUAGES

Native speaker of Japanese
English (Con conversationally fluent)