

Yuma Mitsui

Experience Strategist



Portfolio

Introduction



Belief • About • Capabilities • Experiences / Educations / Awards • Skills / Tools / Languages



Yuma Mitsui

三井 佑馬

Experience Strategist

Tokyo, JAPAN

vwnh.98@gmail.com

Uncovering clarity. Enabling progress.

理解を増やす。前進をつくる。

Experience Strategist with a strong passion for helping people and organizations move forward by defining new directions through research.

Over the past 10+ years, he has worked across design research, experience design, strategy, and facilitation. Based in Tokyo and San Francisco, he has contributed to projects spanning public transportation, mobility, consumer electronics, financial services, and startup innovation. His work includes developing a next-generation ferry service, shaping a new digital service for one of Japan's largest railway operators, and leading digital experience transformation initiatives for global organizations. By envisioning future possibilities and translating them into experiences and strategies, he has helped organizations make confident decisions and drive business growth.

Drawing on research and project experience across Japan, India, Africa, and the United States, he brings a multicultural perspective to understanding people, society, and the relationships between them. He is passionate about uncovering new opportunities through research and transforming those insights into future experiences and services that people genuinely choose and value.

Design Research

Listen to the people.
Create with the people.
Delight the people.

Extensive experience in research-led design across Japan and international markets, spanning public transportation, consumer electronics, digital services, entrepreneurship programs, and startup support initiatives.



Future Visioning

Concept development, CX Vision & Principles

Design Strategy

Opportunity Definition, Roadmapping, Storytelling

Experience Design

Customer Journeys, Prototyping, User Testing

Co-Design Facilitation

Workshop Design, Project Leadership



Experiences

2023. 5 - Current
Lead CX Strategist
AKQA Uka Inc. [Japan]

2020. 1 - 2023. 4
Service Design Lead
btrax Japan LLC [Japan, U.S.]

2016. 2 - 2020. 2
Design Researcher
GK Industrial Design Inc. [Japan]

Educations

2015. 3
Master of Design Strategy
Kyushu University, Graduate school of Design [Japan]

2014. 9 - 2015. 2 [Exchange Program]
Product Service System Design Course
Politecnico di Milano [Italy]

2011. 3
B.A. in Environmental Information
Keio University,
Faculty of Environment and Information Studies [Japan]
* Bachelor's Degree (earned through transfer admission)

2009. 3
B.A. in Business & Commerce
Keio University,
Faculty of Business and Commerce [Japan]

Awards

Good Design Best 100 [Link](#)
Good Design Award in Japan (2019)



Best Inspiration Award [Link](#)
Issue & Design Competition (2012)

issue + design

Best Design Award [Link \(IAUD\)](#)
IAUD 48 hours Design Marathon (2012)



Research & Design Skills

Qualitative Research [JP/EN]

Ethnography | Semi-structured Interviews | Focus Group Interviews | Heuristic Research

Survey, Desk Research, Validation [JP/EN]

Quantitative Research Design | Desk Research | Concept Validation | Usability Testing

Synthesis/Analysis, Insights, Presentation [JP]

Synthesis & Analysis of Findings | Insight Extraction | Concept Development | Presentation

Experience and Brand Strategy [JP]

Persona Development | Customer Journey Mapping | OKR/KPI setting | Roadmapping

Design, Prototyping [JP/EN]

Information Architecture | Wireframing | Design Principles | UI Design

Facilitation [JP]

Workshop Design | Facilitation | Lecturing

Project Lead & Management [JP]

Project Planning | Team Management

Tools

Adobe

Illustrator | Photoshop | XD | Premiere

Google Workspace, Microsoft office

Figma, FigJam, Miro

Generative AI

Claude | ChatGPT | Gemini etc.

Languages

Japanese [Native]

English [Business]

Italian [Novice]

Redefining the Onboard Experience



Concept development for a Cruise Ferry, SEA PASEO
Hiroshima, Japan · 2017–2019 · Setonaikai Kisen

Shaping a CX Vision & Strategy



CX strategy and transformation playbook for JRE GO
Tokyo, Japan · 2025 · JR East

Reimagining Customer Engagement



Road trip journaling experience for Subaru of America
California, USA · 2021–2022 · SUBARU

Cultivation Design Thinking



Design Thinking training program in San Francisco
California, USA · 2021–2023 · NRI

Redefining the Onboard Experience

瀬戸内海の新たな移動体験のデザイン

SEA PASEO ——— Cruise Ferry Design Inspired by “A Park for Everyone to Enjoy Traveling Across the Seto Inland Sea”

GK Design Group, Feb. 2017 – Aug. 2019 | Hiroshima, Japan



[Project Overview]

- A newly built car ferry was designed for a regular route connecting Hiroshima Port, Kure Port, and Matsuyama Port—the first new vessel on this route in nearly 30 years.
- Passenger fares, vehicle capacity, and travel time remained unchanged from the previous ferry.
- GK Design Group was responsible for the customer experience design as well as the interior and exterior design.

Hiroshima - Kure -
Matsuyama route
in Setonaikai



Challenge

Creating a new ferry that will serve the Hiroshima–Kure–Matsuyama route for the next 30 years.

広島・呉・松山航路の、次の30年を担う新しいフェリーをつくる。



Previous model • Ishite-gawa (1987 ~ 2019)

Background

- Thirty years after the launch of the existing ferry, aging facilities and declining passenger numbers created a need for renewal.
- Despite uncertainty about the route's future, employees and leadership shared a strong desire to preserve this connection across the Seto Inland Sea.
- My role was to translate the aspirations of passengers and employees into a new service concept and onboard experience.

Approach

- Planning, execution, and analysis of user research on the existing ferry service
- Design and facilitation of co-creation workshops with key stakeholders
- Development of the service concept and the zoning concept
- Support for the development of beverage offerings and original merchandise
- Naming, logo design, and brand color definition

Result

- ~10% increase in annual passenger numbers [From service launch in 2019 to September 2021]
- Good Design Award – Best 100 [2019]
Selected for JIDA Design Museum Gold Selection, among other awards
- Ongoing release of new services driven by ferry staff
Food & beverage menus / Merchandise / Curated tour programs
- 3,000+ Instagram posts
#シーパセオ #SeaPaseo
- Featured extensively in national television programs and online media outlets

From To

From

A ferry chosen for affordability, despite the time it takes
安さのために時間を犠牲にする、我慢の移動手段

To

A park on the sea, where the journey itself becomes the destination
移動そのものが目的になる、海の上の公園



石手川 Ishite-gawa (1987.3 - 2019.7)
四万十川 Shimanto-gawa (1991.6 - 2020.7)

Capacity	324 passengers / 30 cars
Gross Tonnage	699 tons
Length	61 meters
Speed	13.5 knots

SEA PASEO 01 (2019.8 -)
SEA PASEO 02 (2020.8 -)

Capacity	300 passengers / 35 cars
Gross Tonnage	902 tons
Length	61 meters
Speed	15.0 knots

Roles and responsibilities

Led research and concept development

Roles and responsibilities

- Research planning, execution, and analysis
- Workshop design and facilitation
- Concept and strategy development
- Reporting and presentations
- Branding support

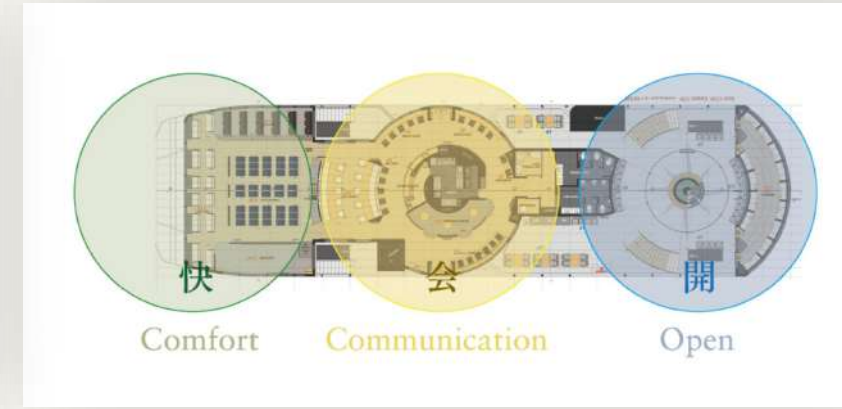
Other project team members

- Researcher [1x]
- Strategist [1x]
- Product Designers [3x]
- Graphic Designers [2x]
- Lighting Designer [1x]
- Producers [2x]

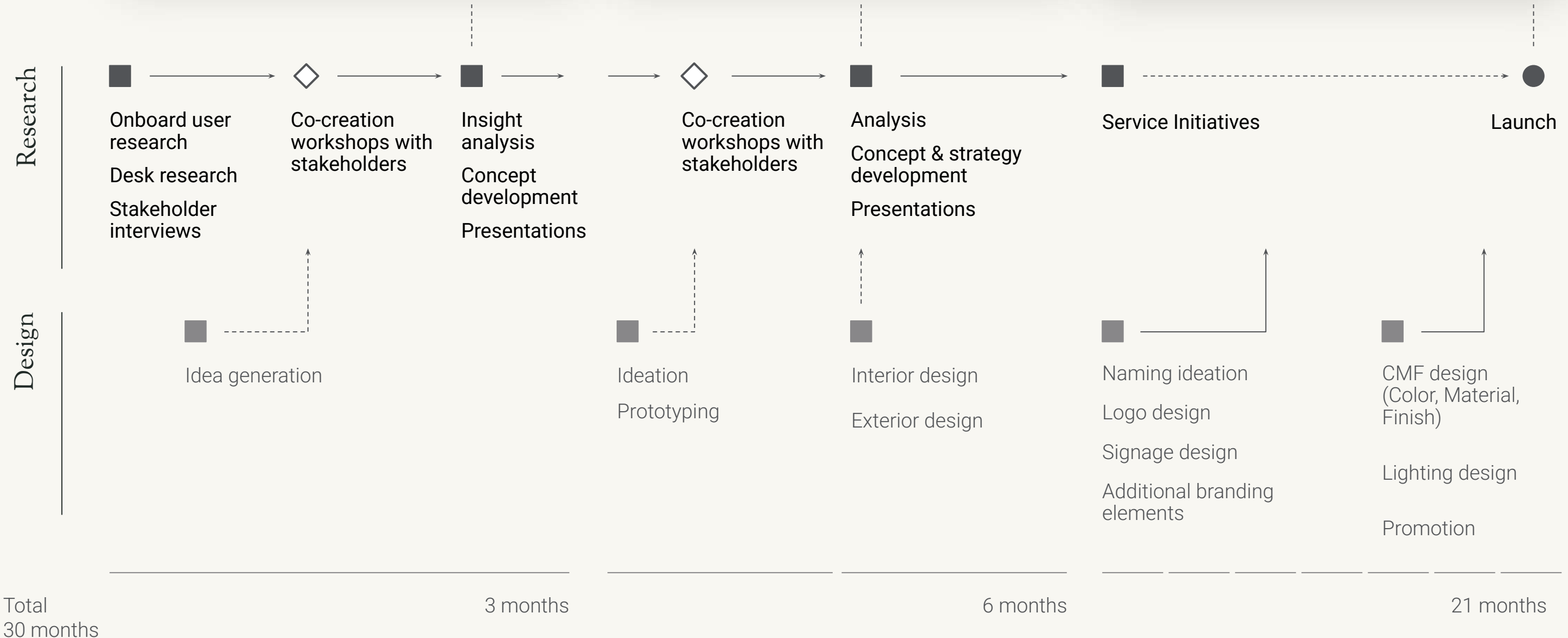
User research & Concept development



Generate & Prioritize Initiatives



Branding & Development

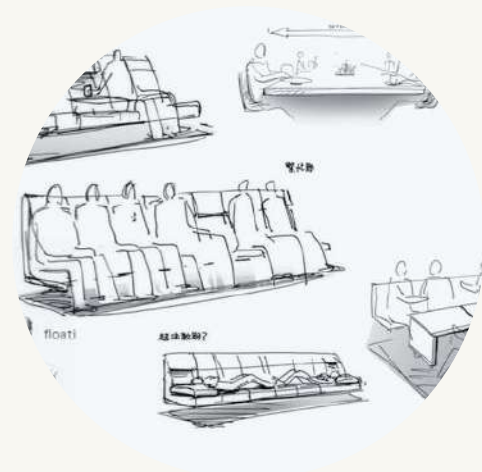
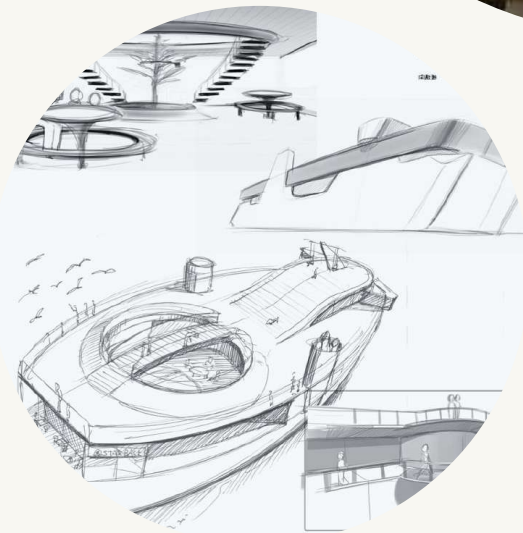


The journey offered little sense of personal space, leaving passengers constantly aware of others and unable to fully relax.

船上で乗客は十分なパーソナルスペースを感じられず、常に周囲の視線や存在を意識しながら、落ち着かない時間を過ごしている。

- One Ferry, Many Faces.
One ferry must serve many different passenger needs and desires.
- Open-plan space shuts people down.
Passengers endure silent social pressure in a single large room.
- Outdoor spaces fail to invite people in.
The unique appeal of being at sea is not fully embraced.





Key Question for Co-Design Workshop

How might we enable passengers to enjoy their time at sea without feeling constrained by others?

どうしたら、乗客が周囲を気にすることなく、海上で過ごす時間そのものを楽しめるだろうか？

- Format: Co-creation workshops with stakeholders
- Role: Workshop design / Facilitation / Idea visualization / Report creation

Vision Co-creation Workshop

Using insights derived from multiple research activities, my team prepared guiding questions and initial ideas to stimulate discussion and collective imagination. The workshop helped align diverse perspectives and uncover a shared vision for the future ferry experience.

Program

- Icebreaker & self-introductions
- Presentation of onboard research insights
- Introduction of initial ideas and key questions
- Group discussion: *Creating a future newspaper*
- Presentations & feedback

Service Ideation Co-creation Workshop

A workshop focused on developing concrete service ideas for the new ferry. After defining personas, participants created customer journeys and explored service concepts through discussion using physical prototypes, transforming the shared vision into tangible experiences and service opportunities.

Program

- Icebreaker & self-introductions
- Persona definition
- Introduction of prototypes
- Group discussion: *Customer journeys and initiatives*
- Presentations & feedback

A park on the sea. A journey worth spending time on.

海の上の公園。おだやかな移動時間そのものを楽しむ旅へ。

・ The Three “KAI” Concepts

Comfort (快)・Connection (会)・ Openness (開)

Layouts that fit each passenger’s preferred way of spending time

・ Seating arrangements that create a sense of psychological comfort

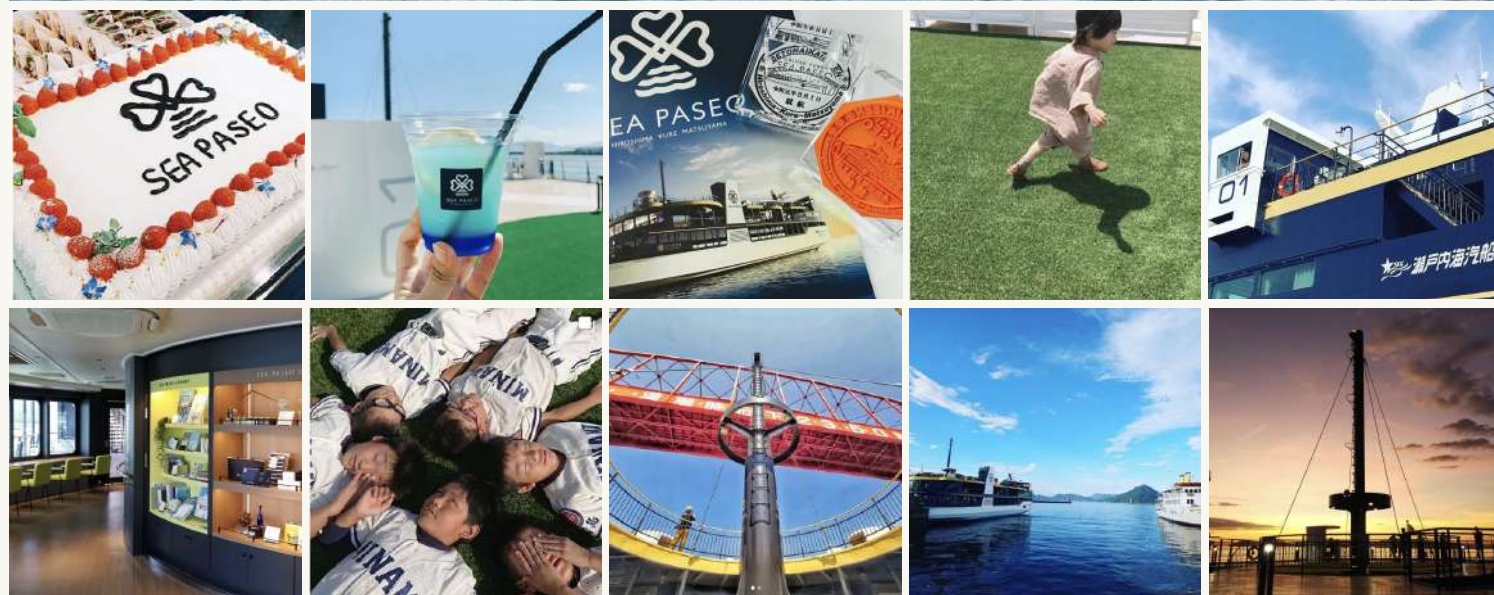
Wider spacing between seats / Higher seat backs / Semi-private aft lounge areas / Gazebo-style spaces on the rooftop deck

・ Outdoor spaces that maximize the joy of traveling by sea

Comfortable outdoor seating / A symbolic aft courtyard and deck space representing the core concept







Awards



GOOD DESIGN AWARD 2019
BEST 100



JIDA Design Museum 2019
Gold Selection



Ship of the year 2019
Small Passenger Ship Award



HIROSHIMA
GOOD DESIGN AWARD 2019
Special Prize

Crafting a Future CX Vision & Strategy



CX strategy and transformation playbook for JRE GO

Tokyo, Japan · 2025

Shaping a CX Vision & Strategy

新サービス開発者の想いを束ねる
CXビジョン策定と戦略ブックの制作

AKQA, Oct – Dec 2025 | Tokyo, Japan



A new digital platform for booking and managing Shinkansen journeys.

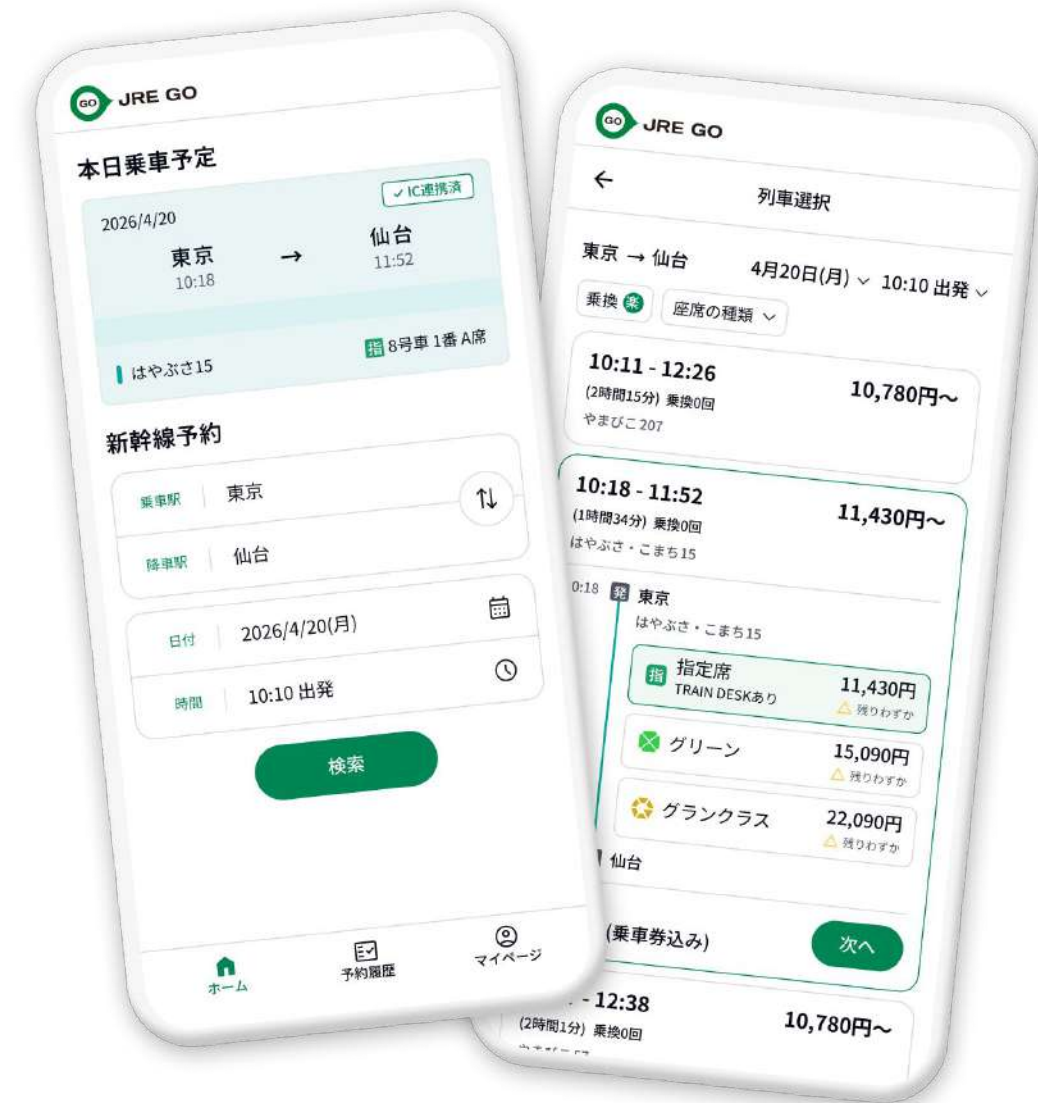




えきねっと



Since 2026 spring



Link | [JRE GO](#)

- JRE GO is a new Shinkansen booking platform from JR East, designed around the concept of "Book in as little as one minute."
- The service aims to provide a faster and more intuitive booking experience for rail travelers.
- Following the launch of a preview version in April 2026, JRE GO is scheduled for full rollout later that year, with future integration into Ekinetto planned.

Challenge

Define a shared vision and the path forward.

新サービスの目指す姿とその道のりを描き、チームが自信を持って意思決定できる状態をつくる。

Background

- The target customer experience for the new service, JRE GO, had not been clearly shared across the development team, resulting in stalled decision-making.
- Team members were overwhelmed by a growing volume of day-to-day development tasks. Combined with negative user feedback toward the existing service, Ekinet, this led to declining ownership, confidence, and motivation among the team.

Approach

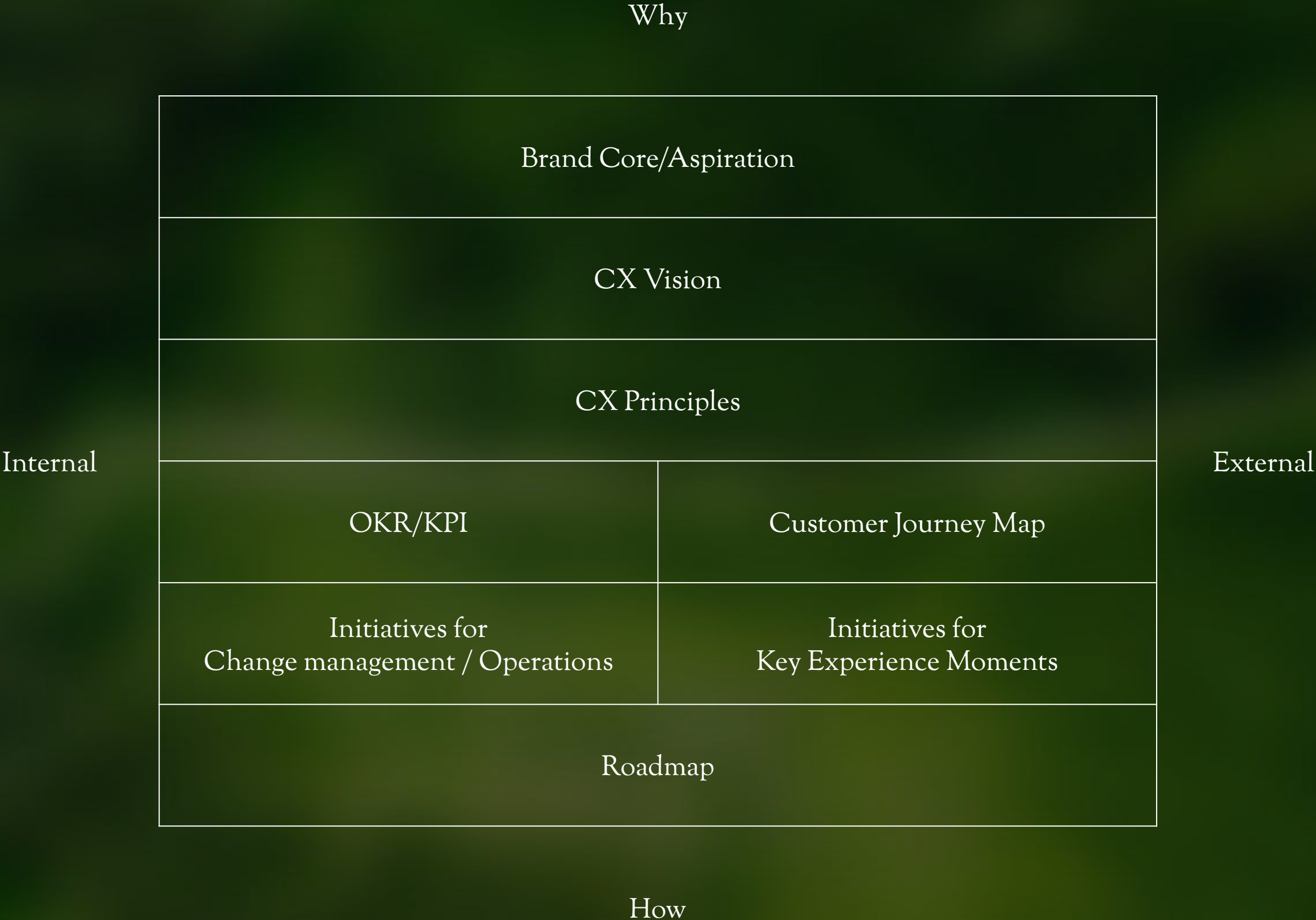
- Discovery interviews and project planning with key stakeholders
- Design and facilitation of collaborative workshops
- Exploration of team values, aspirations, and underlying motivations
- Translation of shared intent into a CX vision
- Development of CX principles, strategic roadmap, and initiatives
- Playbook design and production

Result

- Defined the CX vision, “GO YOUR WAY,” and codified it into a playbook shared across teams
- Workshop satisfaction score: 6.2 / 7
- Secured follow-on support opportunities from the client

CX Transformation Framework

Connecting Vision to Execution





Project Setup & Alignment

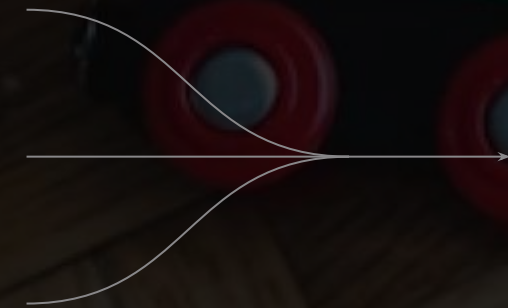
Insight Discovery & Workshop Design

Co-Design Workshop [2x]

Synthesis & Vision Shaping

Create CX Playbook

Project Objectives
Business Goals
Customer Insights



CX Playbook

From Shared Intent to Shared Direction

Through a series of workshops, we explored the aspirations, values, and perspectives of the development team. From these conversations, we uncovered a shared intent: Enabling travelers to journey more freely and confidently.

We translated this intent into the CX vision, “GO YOUR WAY,” articulating a clear north star for the team. Supported by a set of guiding principles, the vision provided a shared direction for everyday decisions and future development.



Discover

Surface and visualize team aspirations, values, and perspectives.



Synthesis

Identify patterns and uncover shared intent.



Shape

Translate insights into a CX vision and experience principles.



Refine

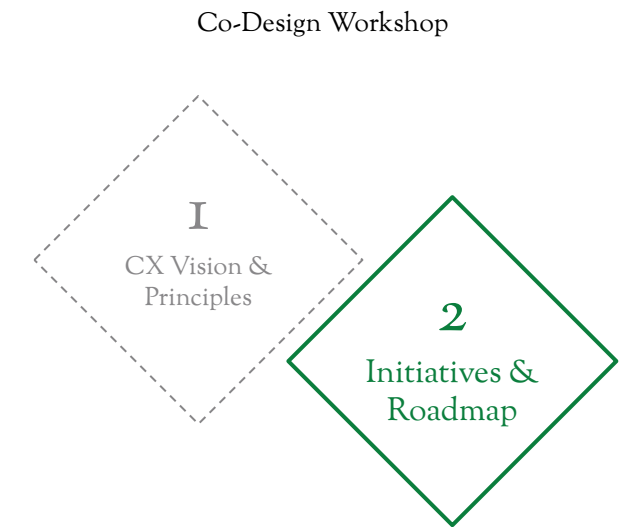
Iterate, align, and build consensus through discussion.



From Vision to a Clear Path Forward

Starting from the CX vision, we generated ideas for future experiences and services. Initiatives were prioritized based on alignment with the brand core and mid-term business strategy, helping define the experiences that would bring the vision to life.

To make progress tangible, we mapped the journey across three horizons—Now, Next, and Future—creating a roadmap that enabled the team to move forward with confidence, even when the complete picture had yet to emerge.



Ideate

Generate ideas to bring the vision to life.



Prioritize

Select initiatives based on strategic and brand alignment.



Visualize

Translate priority initiatives into tangible experiences.



Roadmap

Define the path, priorities, and phases for realization.



Igniting Shared Ownership

In response to the client's goal of helping service developers feel greater ownership and motivation, we designed a pair of half-day participatory workshops as the core engagement activity.

I led the overall program design and facilitation, guiding discussions and helping participants shape the future together. The workshops received an overall satisfaction score of 6.2 out of 7.

Workshop I

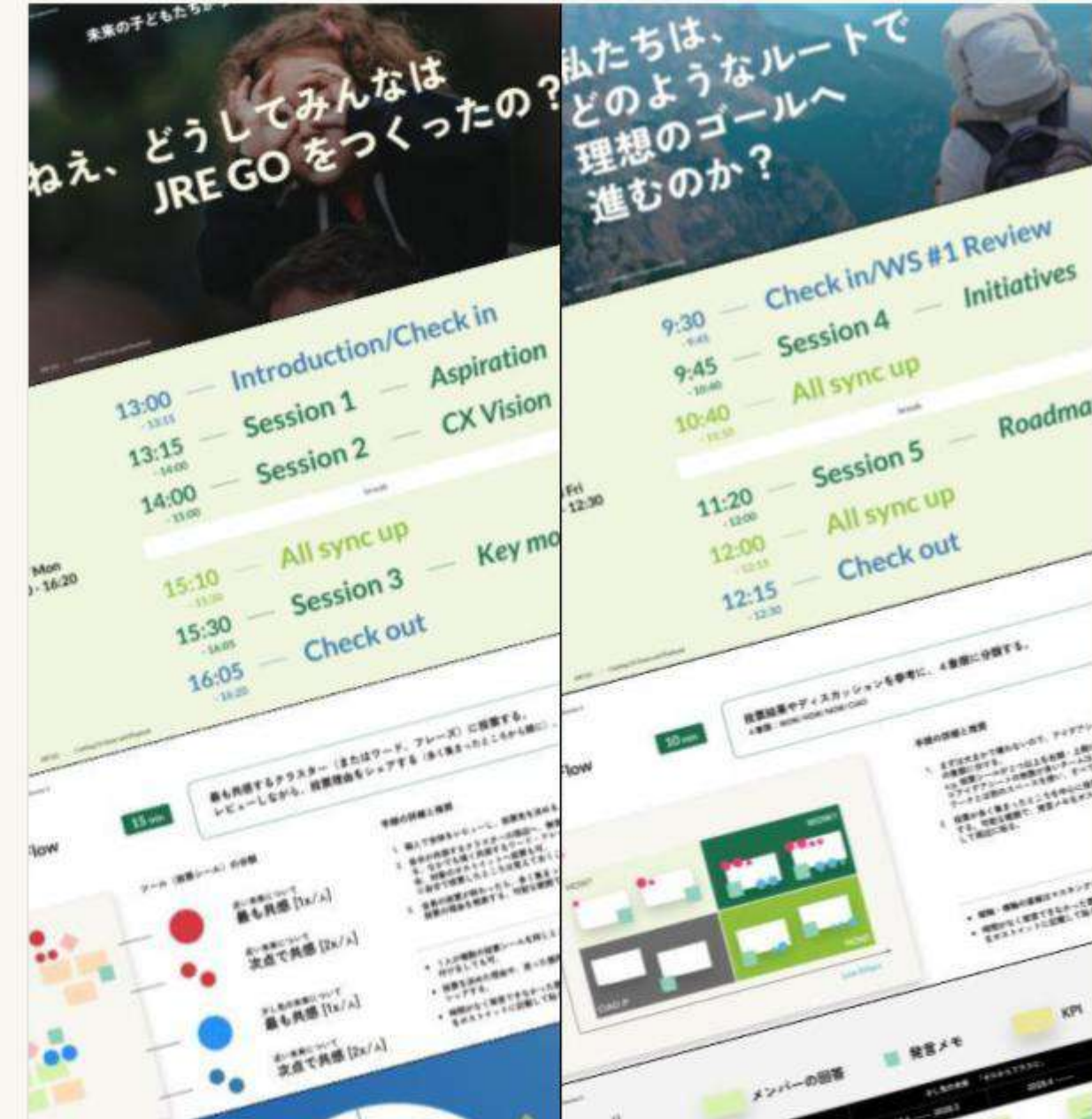
Workshop 2

CX Vision & Principles

[3 hour · 30 participants]

Initiatives & Roadmap

[2.5 hour · 30 participants]





From Uncertainty to Momentum

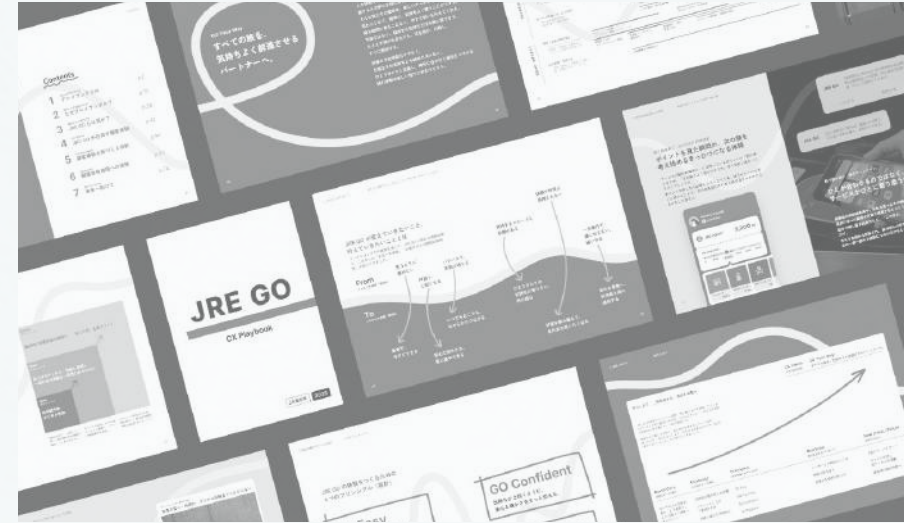
By uncovering a shared intent and translating it into a clear direction, the project helped the team move forward with greater confidence and alignment.

From

- Different views of the future
- Unclear decision-making criteria
- Difficulty aligning stakeholders
- Feeling overwhelmed by development

To

- Shared CX Vision: GO YOUR WAY
- Principles for decision-making
- Alignment across teams
- Confidence in the future being built



Reimagining Customer Engagement



Road trip journaling experience for Subaru of America
California, USA · 2021–2022



Reimagining Customer Engagement

ブランドコアを起点にした新たなサービスコンセプトの開発支援

Globe Tracer ————— A road trip journaling app that turns driving routes into stories worth revisiting.

btrax, Inc., Feb. 2021 – Sep. 2022 | California, U.S.



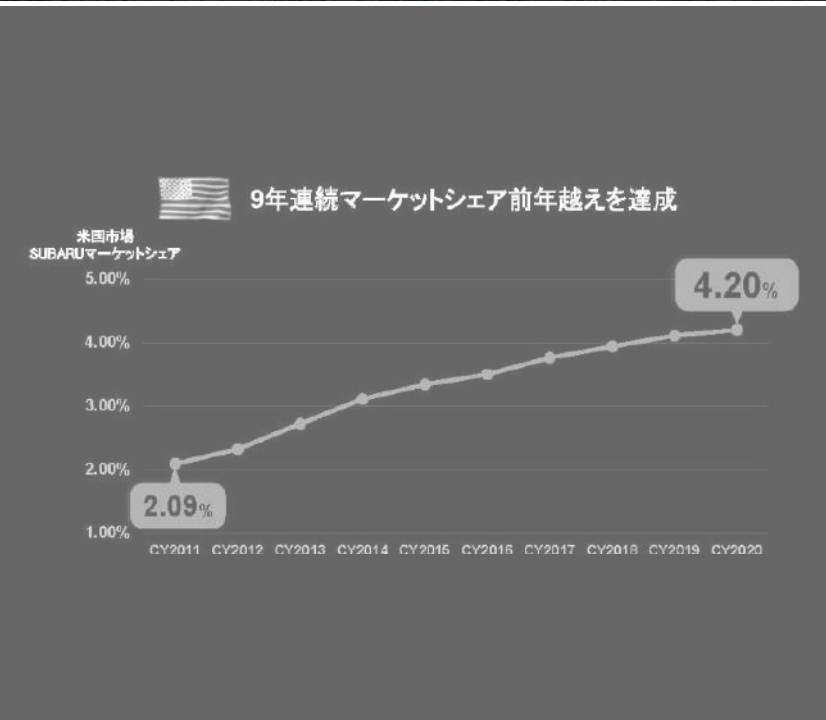
- Globe Tracer is a mobile app that automatically records driving routes, travel time, and trip history during road trips.
- Users earn badges by reaching mileage milestones and discovering new routes, encouraging continued exploration. Photos added along the journey can be replayed as map-based slideshows, while trip records can be easily shared with friends via QR codes.



Challenge

Design a new service that strengthens customer engagement with SUBARU beyond vehicle ownership and driving experiences.

車両以外の接点で、SUBARU社と顧客のエンゲージメントを深める新サービスをつくる。



Background

- The automotive industry is undergoing significant transformation driven by trends such as CASE (Connected, Autonomous, Shared, and Electric).
- While SUBARU enjoys strong brand loyalty in the U.S. market today, the company recognized the need to explore new ways of creating value beyond its existing business in order to remain relevant and meaningful to future generations of customers.
- This raised a key question: Could SUBARU deepen its relationship with customers through experiences beyond the vehicle itself while staying true to its brand values?
- To address this challenge, we supported the project as a design partner and facilitator, bringing expertise in both U.S. consumer research and new service development.

Approach & Result

- Defined and articulated the core values of the SUBARU brand
- Conducted user research and competitive analysis in the U.S. market
- Generated and evaluated new service concepts
- Designed and tested prototypes and MVPs
- Planned and facilitated stakeholder workshops throughout the project
- Showcased the concept through public exhibitions and events



Led research, service concept development, and facilitation

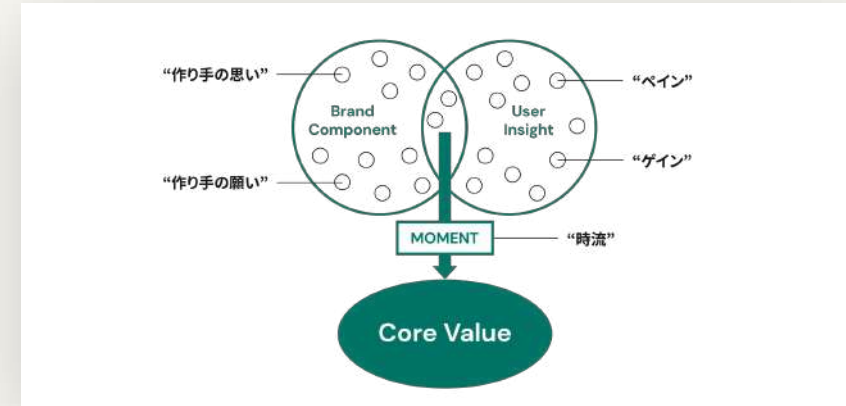
Roles and responsibilities

- Project planning, management, and stakeholder alignment
- User research planning, execution, and analysis
- Workshop design and facilitation
- Service UI design and landing page design support
- Report development and executive presentations

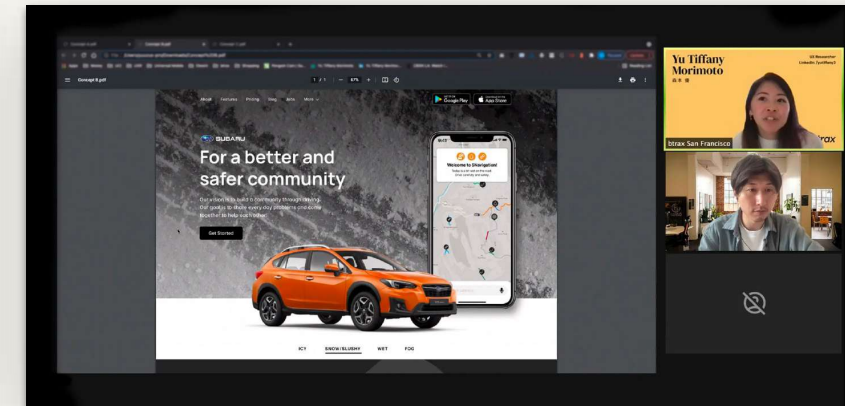
Other project team members

- UX Researcher x1
- UI Designers x2
- Brand Designer x1
- Producers x2

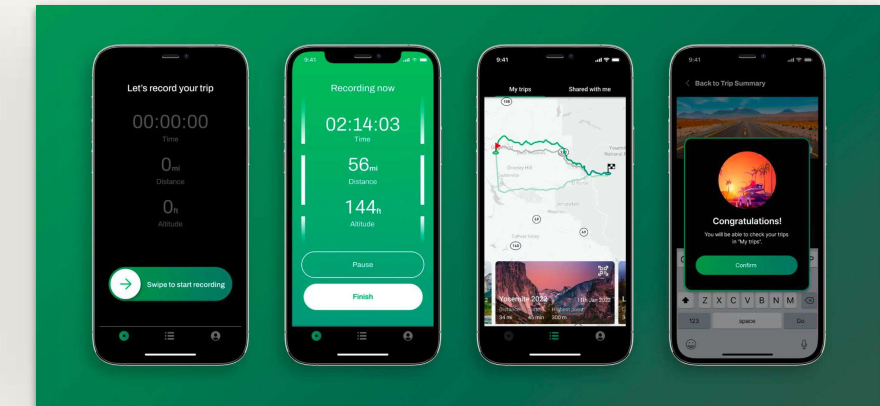
Defining the Brand Core



Ideation & Validation

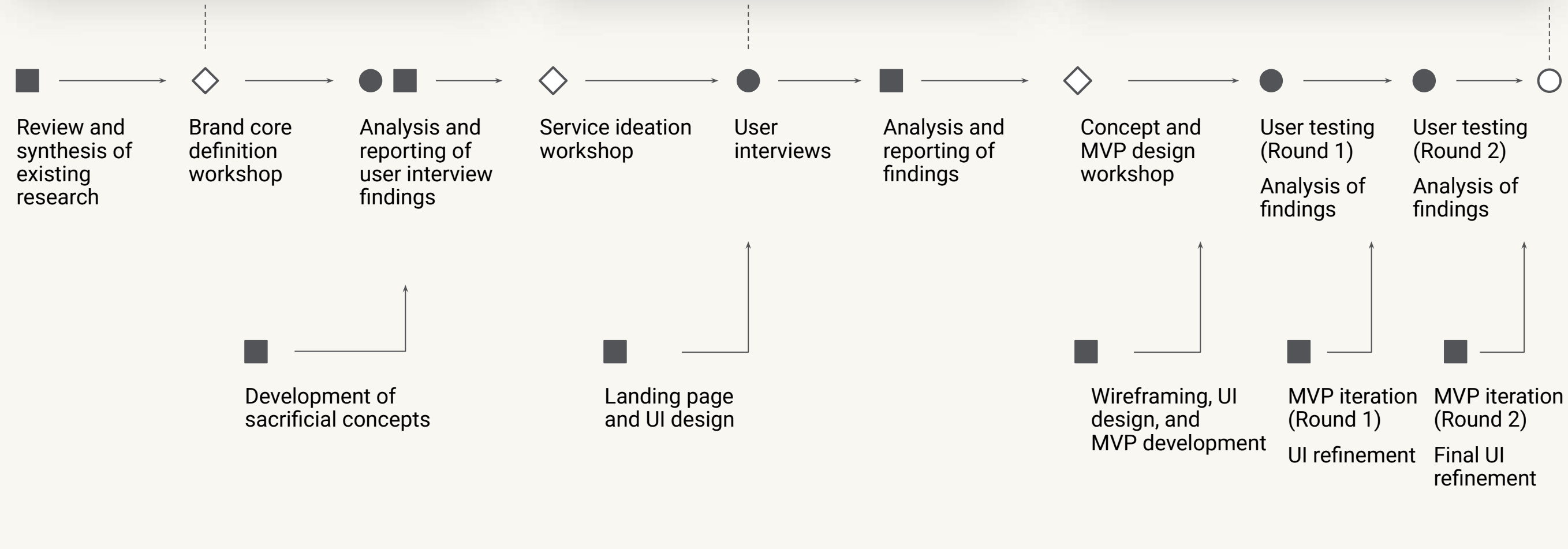


MVP Development & Testing



Research

Design



Total
20 months

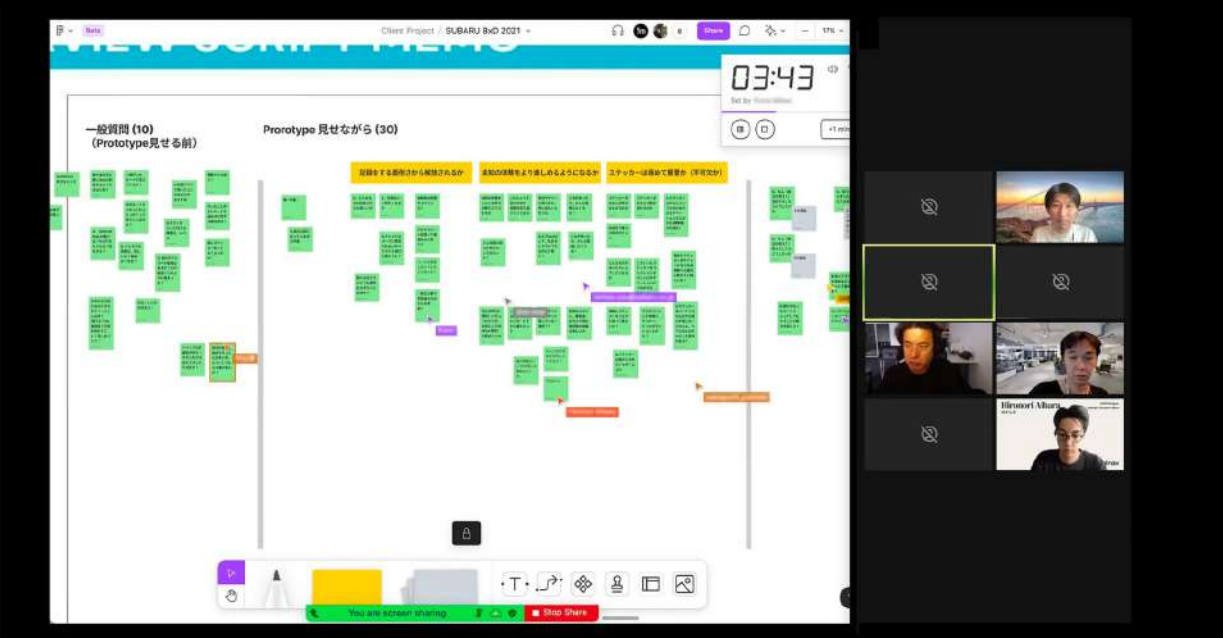
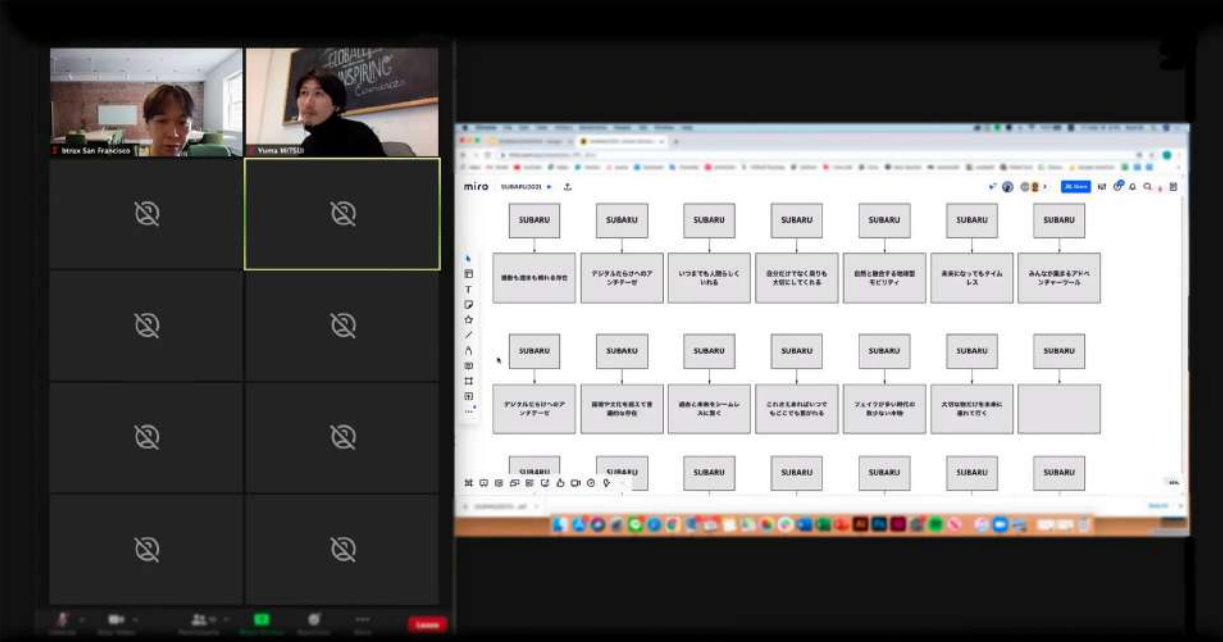
4 months

4 months

12 months

Led the project by uncovering user insights, framing opportunities, and facilitating collaborative discussions that helped the team generate and refine new service ideas.

Engagement Conducted a series of co-creation workshops with a cross-functional project team formed jointly with the client.
Responsibilities WS design and facilitation, idea visualization (wireframes and UI concepts), synthesis, reporting, and presentations.



Brand Core Definition Workshop

A workshop designed to articulate the core values that make SUBARU uniquely SUBARU. Drawing on insights from prior research and the aspirations of project members, the team defined four key brand principles that would guide subsequent concept development.

- Icebreaker & introductions
- Research insight sharing
- Mind mapping
- "On-brand / Off-brand" exploration
- Brand core ideation
- Voting and convergence discussion

Service Ideation Workshop

The defined brand core was translated into a set of design questions that inspired service ideation. Through two rounds of discussion and refinement, the team converged on three concepts, which were subsequently visualized as landing pages and app concepts for user evaluation.

- Introduction to the brand core and opportunity areas
- Idea generation (homework)
- Feedback and discussion
- Idea refinement (homework)
- Concept pitches
- Landing page and app wireframing

MVP Design Workshop

A workshop focused on defining the MVP for the concept that received the strongest user feedback. The team explored three stages of service evolution and identified the core experiences and features required for an initial release. Insights from user testing informed the development of a beta version of the application.

- MVP benchmark review
- User journey design
- Prioritization
- Definition of MVP experience and feature requirements
- User testing planning

Reliving past journeys deepens the experience.

記録を振り返る追体験が、車と出かける体験を特別なものに変えてくれる。

· User value “exploration of experience”.

Users find the greatest value in a service that helps them revisit and emotionally re-experience past road trips—strengthening both motivation and the sense of “SUBARU-ness.”

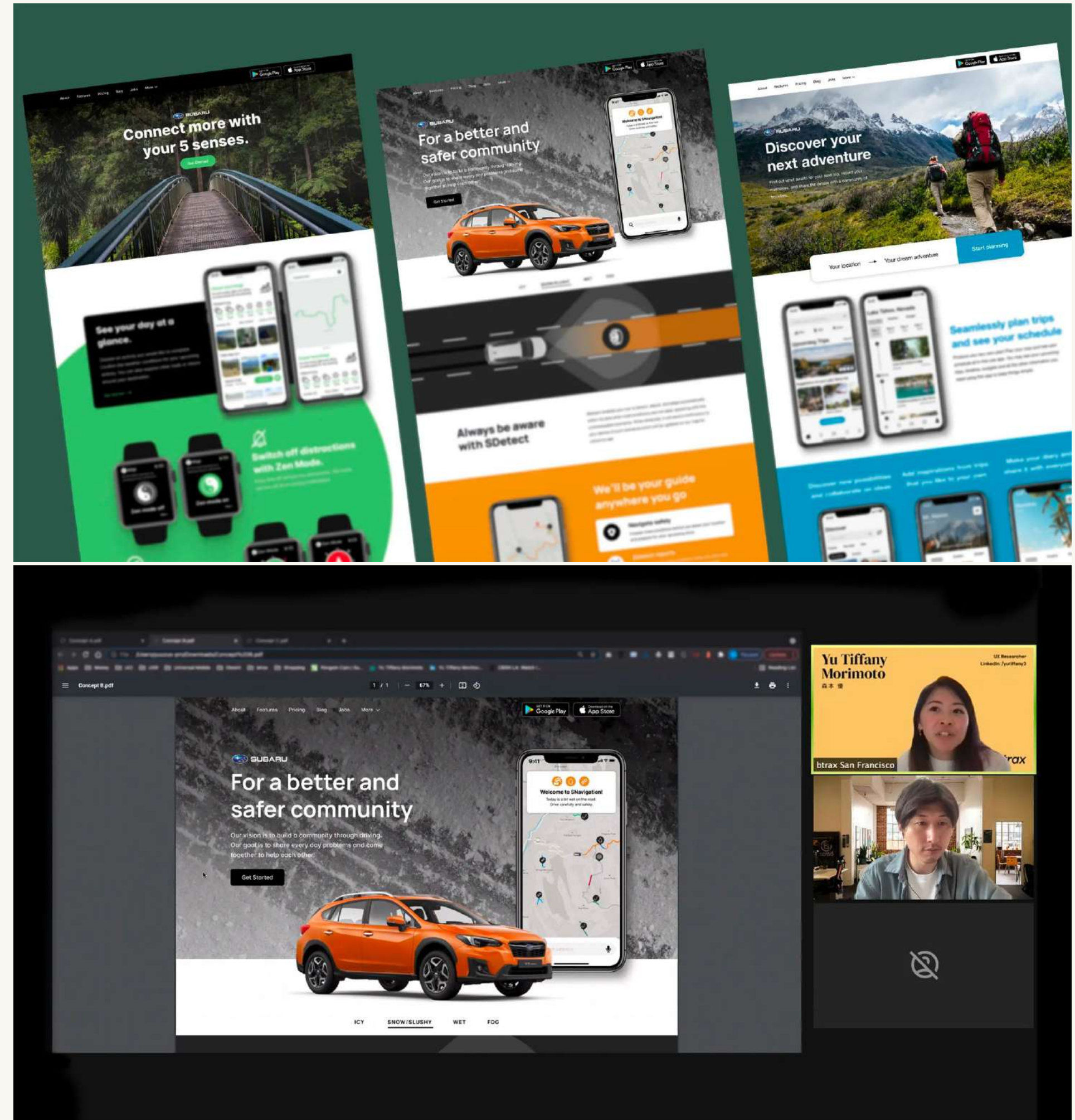
They want to:

· Spark conversations with close friends

Share and revisit trip memories together, using them as a trigger for dialogue & storytelling.

· Reconnect with experiences through physical and visual cues

Photos, videos, and stickers act as anchors that deepen emotional recall and enhance the sense of re-experiencing the journey.



Built and tested an MVP with U.S. users in real-life contexts, iterating on the UI/UX based on continuous feedback.

MVP Design Process

1. Starting from the concept defined in workshops, we collaborated with UI designers to create an interactive prototype using Figma.
2. We conducted concept validation interviews with 5 users in the U.S. market.
3. In collaboration with an external vendor, we developed a beta application and launched it in a TestFlight environment, enabling real user interactions.
4. The beta version was distributed to 5 users in the U.S., who used the service in their daily lives. After usage, we conducted in-depth interviews to collect feedback and insights.
5. All feedback and team observations were consolidated and discussed collaboratively, leading to iterative UI/UX improvements.
6. The cycle of user testing and refinement was repeated twice to further refine and enhance the experience.



- Globe Tracer is a mobile app that automatically records driving routes, travel time, and trip history during road trips.
- Users earn badges by reaching mileage milestones and discovering new routes, encouraging continued exploration. Photos added along the journey can be replayed as map-based slideshows, while trip records can be easily shared with friends via QR codes.



Cultivation Design Thinking



Design Thinking training program in San Francisco
California, USA · 2021–2023

Cultivation Design Thinking — “Innovation Booster Program”

デザイン思考のマインドセットを体感しながら習得する研修プログラム — “イノベーションブースター”

btrax, Inc., 2021 – 2023 | California, U.S.

Innovation Booster Program for NRI

- A 10-week immersive program in San Francisco for business and engineering professionals from a leading Japanese IT services company.
- As a facilitator, I guided participants through the design thinking process, helping them develop new mindsets and create user-centered service concepts.



Challenge

Design and deliver a 10-week design thinking immersion program in San Francisco.

10週間でデザイン思考のマインドセット習得を目指す、サンフランシスコ滞在型の研修を設計・運営する。



Activities

- Program design and overall facilitation
- Lectures on design thinking and UX design
- Support for field and user research in the local context
- Facilitation of team discussions
- Support for UI/UX prototyping and pitch deck development
- Planning and facilitation of pitch events
- Facilitation of reflection and review sessions

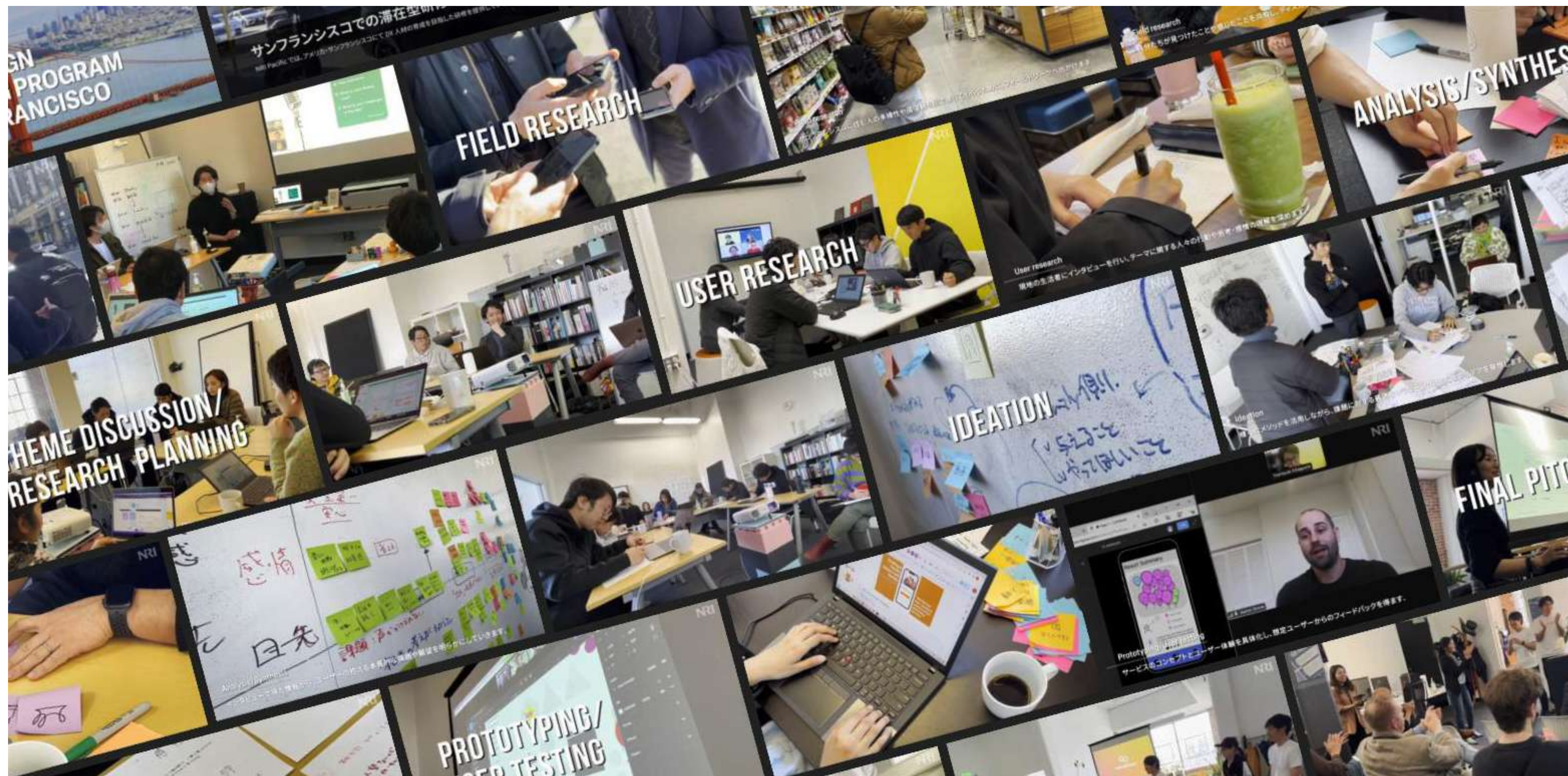


Result

- Strengthened participants' understanding of design thinking and West Coast startup culture
- All teams successfully developed and pitched new service concepts grounded in user needs
- Formation of voluntary teams pursuing new business creation initiatives after the program in Japan
- Program continued biannually beyond the initial year, with approximately 8 participants per cohort



Moments from Innovation Booster Program



Roles and responsibilities

Led the design and delivery of an immersive design thinking program.

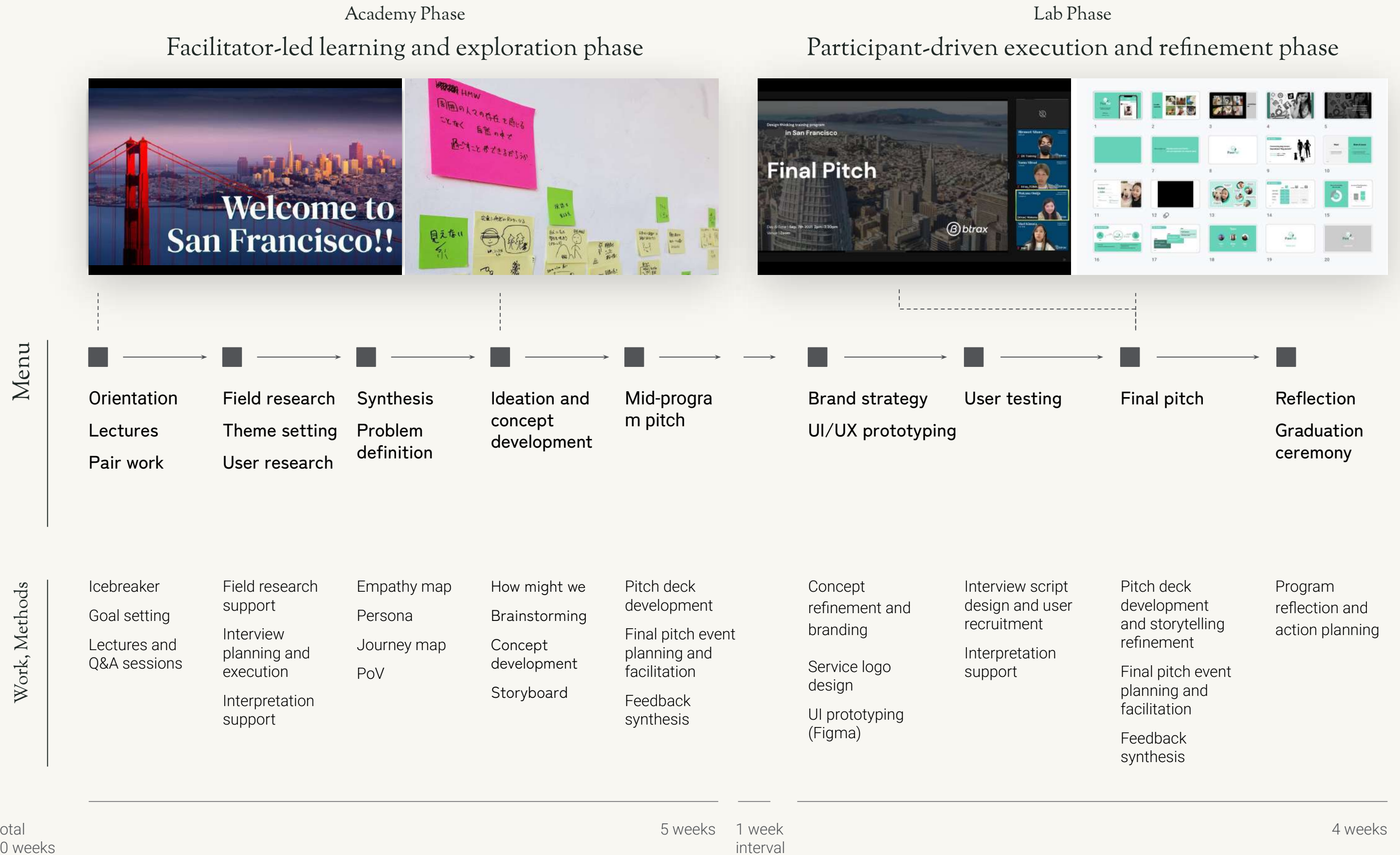
Roles and responsibilities

- Program design and delivery (including client alignment and guest coordination)
- Lectures on design thinking and UX
- Facilitation of workshops, discussions, and reviews
- Support for field and user research activities
- Guidance on UI/UX prototyping and pitch deck development
- Review of all deliverables and mentoring of assistants

Project team

- Service Designer x1
- UX Researchers x1
- UI Designers x2
- Guest Lecturers x2

Total 10 weeks

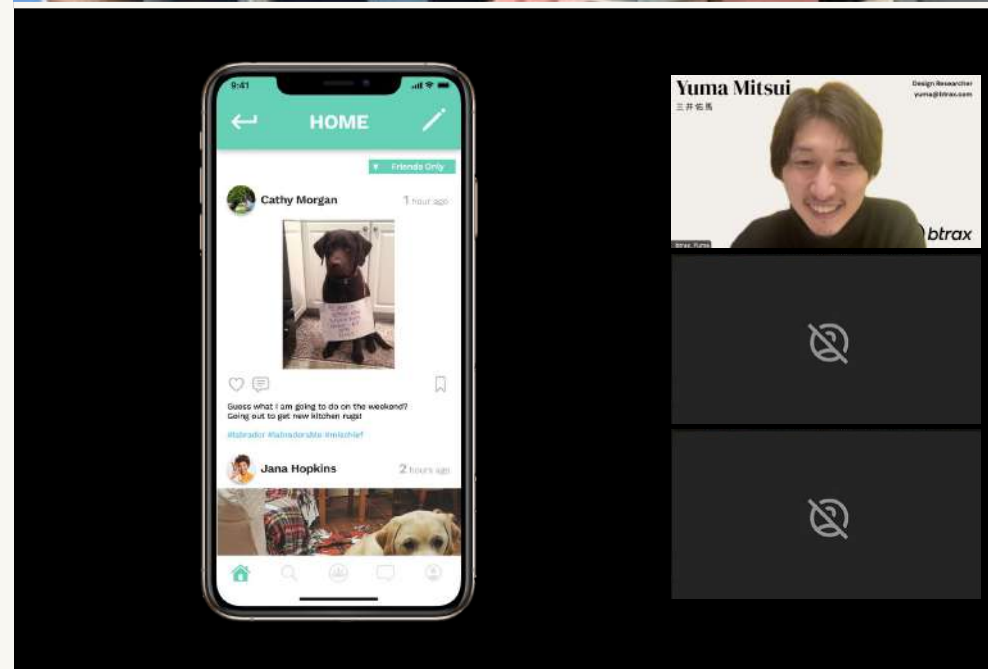


Believe in people's potential. Create space for experimentation and failure.

人の可能性を信じること。
失敗を受け入れながら、共に考え続けること。

- **Creativity grows through challenge.**
A supportive environment encourages people to step beyond their comfort zones and explore new possibilities.
- **Confidence grows through small wins.**
Progress becomes sustainable when people experience success through action and iteration.
- **Making learning visible accelerates learning.**
Reflection and feedback help transform experiences into lasting capabilities.

Most participants began the program with little exposure to design thinking. Within ten weeks, I witnessed remarkable growth in their confidence, mindset, and ability to create. Watching that transformation unfold has been one of the most rewarding aspects of this work.



Other Works

Market Research and Web Strategy for Prudential Life Insurance

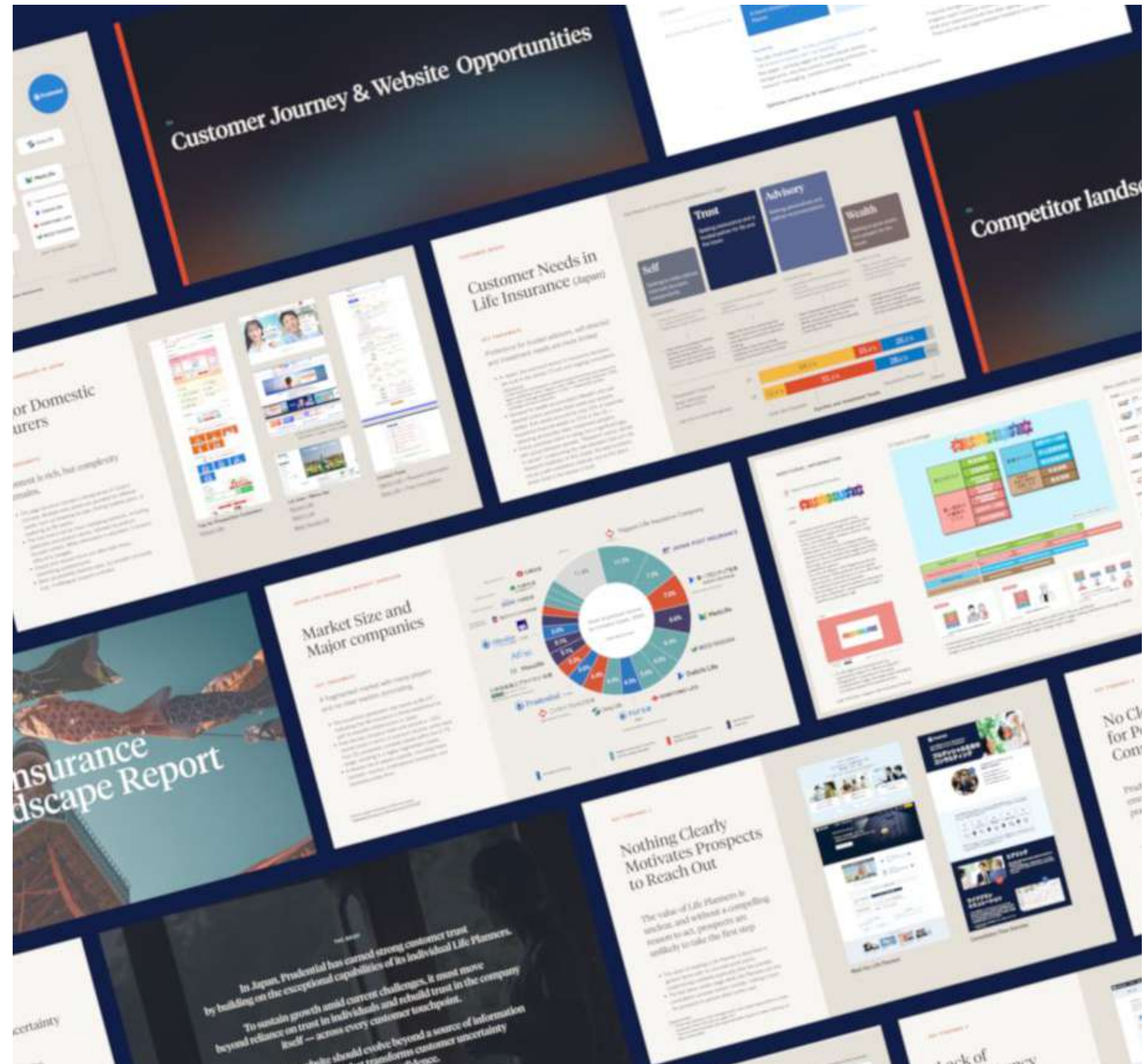
Commissioned by the AKQA Atlanta team to research and analyze the Japanese market as part of a broader project to update Prudential's web experience in the U.S. Led the research and strategy work, driving research design and insight development alongside UX designers.

Through customer interviews and competitive analysis, identified that in the Japanese insurance market, decision-making is shaped less by product comparison and more by trust in a personal advisor. Also surfaced a key barrier: foreign insurance brands tend to be perceived as "stiff and masculine," creating a psychological resistance to digital engagement.

On the web side, high-quality content was not reaching users effectively due to poor information architecture, and inadequate crisis communication following fraud-related coverage was eroding brand trust. Synthesizing these, proposed repositioning the website — not as a place to understand products, but as a touchpoint for building trust with life planners — and outlined a design approach aimed at making visitors think "I'd like to meet them."

Final findings were presented directly to a team including a Vice President at Prudential's U.S. headquarters. Sharing cultural context and consumer insights specific to the Japanese market, the response was: "This was very insightful and helped us clearly understand the differences between Japan and the U.S. We'd like to use this as a reference for our strategy going forward." The team expressed interest in ongoing collaboration.

- Client · Prudential Life Insurance (commissioned by AKQA Atlanta, U.S.)
- Year · Apr – May 2026
- Target market · Japan
- Roles and responsibilities: · Research & Strategy Lead
· Market research, insight synthesis, strategic direction



Research and Concept Development for a Customer Experience Hub at a Leading System Integrator

To help define the direction for a customer-facing experience hub CTC was planning, designed and led interviews with 12 senior IT decision-makers and contacts in departments CTC hadn't yet worked with. Led the overall project design and analysis, sharing interview facilitation with a colleague.

Three key insights came out of the research: customers want a partner who can support them across understanding, vision, and execution; they're looking for the push to go beyond what they already know; and they want dedicated time and space – away from their daily work – to think seriously about the future.

These were brought together into the concept: "Future Gym – A place to explore, create, gather, and challenge toward the future we want to build." The concept was adopted by the client and used in an executive presentation. The client team is currently working through internal steps to move toward building the facility.

Client · ITOCHU Techno-Solutions Corporation (CTC)

Year · Sep – Oct 2025

Target market · Japan

Roles and responsibilities: · Research & Concept Lead
· Interview, analysis, concept development



Innovation Workshops for Business Transformation at a Leading Mobility Company

Toyota's IT division came to us with a clear goal: 'Change the way our people see their work' and 'Break down silos and get people thinking differently.' Designed and ran a two-day workshop (half-day x 2, 30 participants) in person.

The program combined scenario planning and design thinking to help participants step back from daily routines and explore future possibilities — ending with selecting and visualizing ideas that could realistically be implemented. Led the program as project lead and head facilitator, directing table facilitators.

Participants shared: "We practiced a kind of thinking we never do normally," "I connected with people from departments I'd never met," and "This rarely happens at Toyota." Overall satisfaction averaged 6.78 out of 7. The strongest ideas are now moving toward prototyping.

- Client · Toyota Motor Corporation
- Year · Apr – May 2025
- Target market · Japan
- Roles and responsibilities: · Project Lead
· Workshop design, lead facilitation

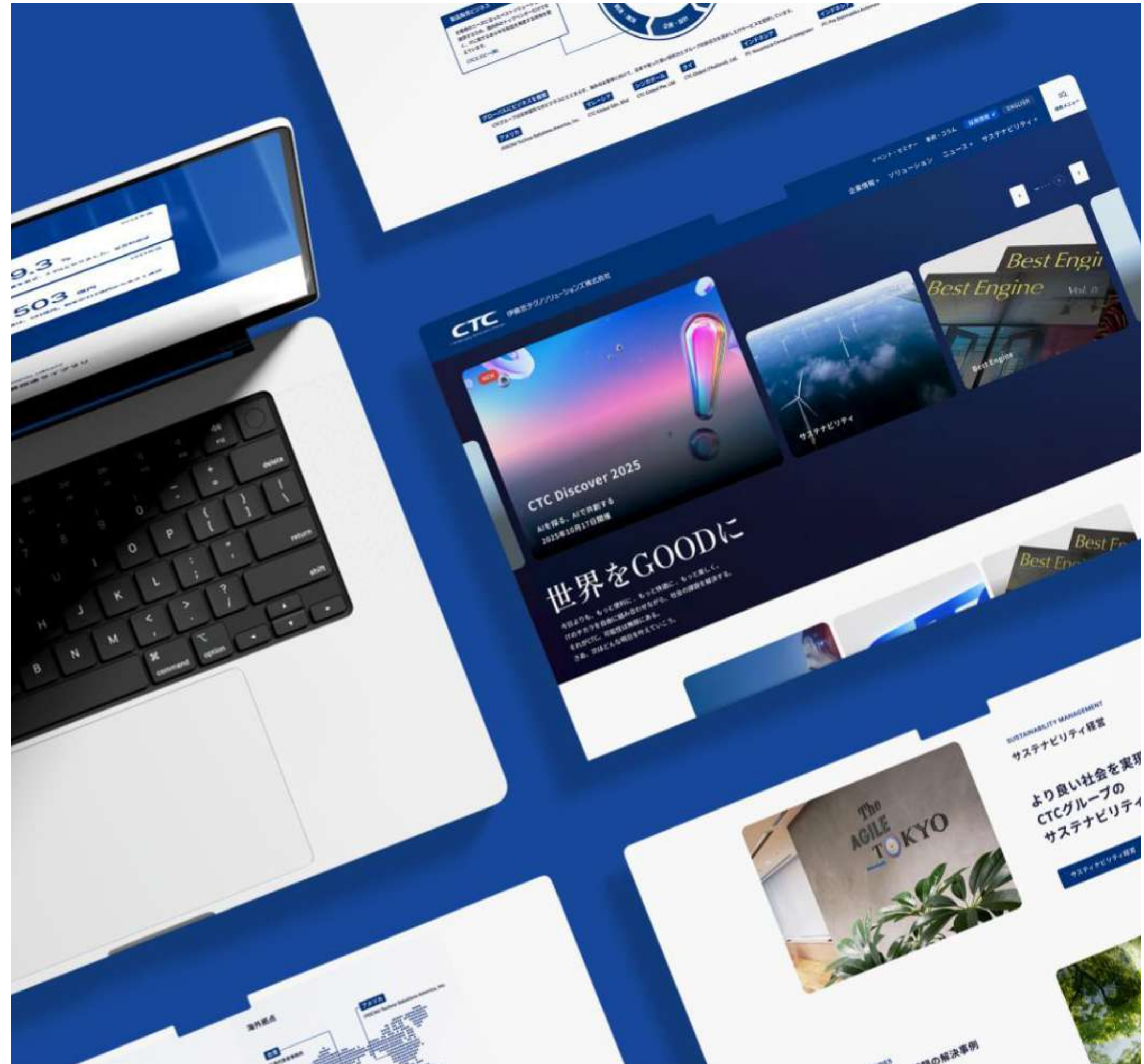


Corporate Website Renewal: Strategy and Experience Design for a Leading System Integrator

Served as Strategy Lead for the corporate website redesign of CTC, undertaken as part of the company's branding initiative to become a top-tier player in Japan's IT services industry. Drawing on web analytics, visitor behavior data, competitive benchmarking, and research into emerging digital experiences, I defined key personas and led the development of the site's strategic role, user journeys, and information architecture in alignment with the brand strategy.

Over a six-month engagement, I facilitated stakeholder discussions, aligned project direction, and built consensus across teams. The strategic framework developed during the project was adopted for executive review, while the proposed information architecture and wireframes were approved without major revisions and successfully handed off to the design team. The redesigned website launched in spring 2026.

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| Client | · ITOCHU Techno-Solutions Corporation (CTC) |
| Year | · May – Oct 2025 |
| Target market | · Japan |
| Roles and responsibilities: | · Research & UX Design Lead
· Data analysis, Target segmentation, IA, Wireframe design |

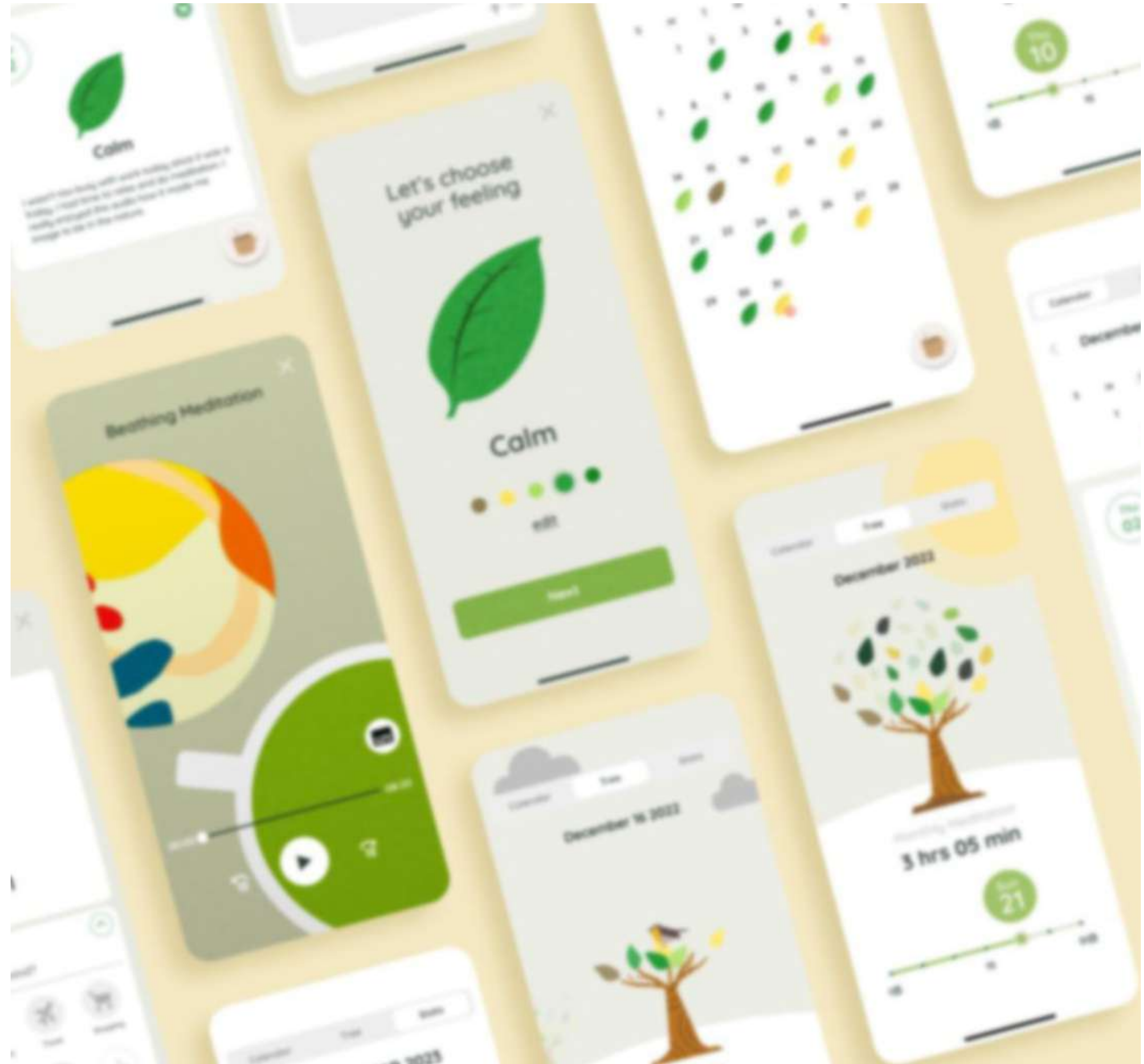


Designing a Mindfulness App That Feels Like a Trusted Friend

For a new meditation service for the U.S. market, developed by a Japanese food company, I led the UI/UX design and user testing. The concept combined matcha consumption with audio-guided meditation to help beginners build mindful daily rituals.

Working closely with the client through co-creation workshops, we conducted local user research and iteratively tested both the service concept and interface. The design focused on making the role of matcha easy to understand, simplifying post-meditation reflection, and creating a rewarding experience around personal progress. The goal was to create an experience that felt approachable, supportive, and as comforting as a close friend.

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| Client | · Otsuka Holdings, Japan |
| Year | · Feb 2022 – Mar 2023 |
| Target market | · USA |
| Roles and responsibilities: | · Project Lead, Design Direction
· User testing, UI/UX design, Design sprint workshop facilitation |



New Kitchen Appliance Concept Inspired by Ethnographic Research in India

To support SAMSUNG India in developing a new refrigerator concept for the Indian market, designed and conducted ethnographic research in local homes. Through extended observation of how families managed food at home, witnessed a telling moment: a family had left warmed curd on top of the refrigerator to cool down, only to have a stray cat come by and lick it. From this, drew out a distinctly Indian insight: "There are things we want to store at room temperature" and "We want to keep our food in good condition without anything getting in the way."

Built on this insight to develop the concept "Curd Maestro" – a refrigerator designed to help users make perfect curd at home. The concept was developed into a flagship product for the Indian market and launched in 2020.

- Client · SAMSUNG India
- Year · Sep – Nov 2017 (Research and concept development)
- Target market · India
- Roles and responsibilities: · Research Lead
· Field research and analysis, concept development



Thank you