

# YUKA FUKUOKA

UX / UI / Visual Designer

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📁 [yukaportfolio.com](http://yukaportfolio.com)

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## EDUCATION

September 2016 May 2018	<b>School of Visual Arts</b> Master of Fine Arts in Design for Social Innovation (GPA3.7)
April 2014 March 2018	<b>The University of Tokyo Interfaculty Initiative in Information Studies</b> Diploma: Information, Media, Communications and Journalism (GPA4.0)
April 2015 March 2016	<b>The University of Tokyo i.school</b> Certificate: Ideation method of human-centered design, design thinking and innovation
April 2010 March 2014	<b>Tama Art University</b> Bachelor of Fine Arts in Information Design (GPA3.7)

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## RECENT PROJECTS

September 2017 May 2018	<b>VRbal, Thesis Project, MFA Program in Design for Social Innovation - New York</b> <ul style="list-style-type: none"><li>• Designed Virtual Reality application and Web Service to help users who stutter practice for social scenarios. VR experience that uses machine learning to help the user prepare for a specific anxiety inducing event of their choice.</li><li>• <a href="#">Exhibited VRbal at the Games for Change Festival, 2018</a></li><li>• <a href="#">Exhibited VRbal at the NYCML18 Demo Day by NYC Media Lab, 2018</a></li></ul>
August 2016 March 2017	<b>STACHA, The Device of Experiencing the Symptoms of Stuttering - New York</b> <ul style="list-style-type: none"><li>• Created the wearable device aimed at educating people on the difficulties of stuttering.</li><li>• Created a documentary film that the story of woman with a stutter, in collaboration with Genyuukai stuttering support organization.</li><li>• Won the Tokyo University's competition to exhibit this device and speak in a public session at the SXSW Interactive Conference, March 2017.</li><li>• <a href="#">Delivered the Panel presentation with The University of Tokyo at SXSW.</a></li></ul>

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## AWARDS

- [VRbal has been selected as an official Semifinalist in the 2018 Adobe Design Achievement Awards, 2018](#)
- [VRbal has been selected as a finalist for the Microsoft US Imagine Cup, 2018](#)
- [Received \\$1,000 Alumni Society Scholarship & Award from School of Visual Arts, 2018](#)
- [MakeHarvard 2018 Hackathon: Won the 2nd place prize and corporate sponsored prize, 2018](#)
- [NYC Media Lab Advanced Media Hackathon sponsored by MLBAN: Won the 2nd place prize for Data Visualization Track, 2017](#)
- [NBCUniversal Social Hack by NYC Media Lab: Won the 3rd prize for User Experience and Mobile/Web Development Track, 2017](#)
- Received \$5,000 grant funding from University of Tokyo's Summer Founder Program, 2016
- Yahoo!'s "Open Hack Day": Won the Intel and RICOH awards, 2015

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## SKILLS

<b>Software</b>	Photoshop, InDesign, Illustrator, After Effects, Premiere, Flash, Fireworks, Final Cut Pro, Sketch, Principle, Framer, InVision, Adobe XD, InVision Studio, Dreamweaver, HTML, CSS, Javascript, AutoCAD, Unity
<b>Research</b>	Ethnography, Interviewing, Participant Observation, Touchpoints, User Journey Map
<b>Proficiency</b>	Design and System Thinking, Collaboration, Graphic, User Experience, Interface, Web, Service Design, Data Visualization

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## MEDIA COVERAGE

- [Graphic Design Apprenticeship work is featured on NYC Opportunity Official Medium](#)
- [STACHA device is featured on Wareable.com](#)
- [STACHA device is featured on Adafuute.com](#)
- [STACHA device is featured on SVA Features news on the College's website](#)
- [STACHA device is featured on DIME.jp](#)
- [My Profile is featured on Todai-Umeet.com](#)

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## WORK EXPERIENCE

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|-----------------------------|--|
| September 2018<br>Present   | <b>Essense Partners, Visual Communication Designer - New York</b> <ul style="list-style-type: none"><li>• Working with the strategy team to translate insights into effective campaigns.</li><li>• Developing high-impact creative strategies and implement them across all media.</li><li>• Actively managing projects through all phases of production.</li></ul>  |
| August 2018<br>Present      | <b>Dow Jones, UX/UI Designer - New York</b> <ul style="list-style-type: none"><li>• Working on WSJ City app design at Innovation Lab.</li><li>• Creating appropriate topography, design, and layout in order to simplify user experience and implementation of testing practices.</li></ul>  |
| June 2018<br>August 2018    | <b>The Mayor's Office for Economic Opportunity, Graphic Design Apprenticeship - New York</b> <ul style="list-style-type: none"><li>• Created a clear plan for moving our brand strategy forward by producing concrete deliverables.</li><li>• Worked on a set of design guidelines that unifies the Studio's identity with the NYC Opportunity brand.</li></ul>  |
| June 2018<br>August 2018    | <b>Verizon Sports / Media / Tech Startup Bootcamp Fellow - New York</b> <p>Developed a stadium experience that uses 5G AR cloud to convert user-taken live game video to motion models for VR experiences as memento from the game.</p>  |
| December 2017<br>March 2018 | <b>Verizon Connected Futures Fellow - New York</b> <ul style="list-style-type: none"><li>• Conducted extensive research on the subject of Virtual Reality Exposure Therapy and Social Anxiety as part of my master's thesis.</li><li>• Developed prototype application using Google Cardboard, Oculus Rift and Samsung Odyssey.</li></ul>  |
| May 2017<br>November 2017   | <b>UNDP, United Nations Development Programme, Graphic Design Internship - New York</b> <ul style="list-style-type: none"><li>• Worked in The Strategy and Innovation Unit in the Bureau of External Relations and Advocacy.</li><li>• Gauged the needs and intentions of the client, and produce an appropriate graphic designs.</li><li>• Produced booklets that explain UNDP's value in an easy-to-understand manner as well as creating infographics.</li></ul>  |
| April 2013<br>February 2017 | <b>PILE Project, Inc. Programming Education, Self-employed Designer - Tokyo</b> <ul style="list-style-type: none"><li>• Launched a programming education project in which children use tablet applications to maneuver robots.</li><li>• Held 10 educational workshops of visual programming in Shibuya, Tokyo.</li></ul>  |
| October 2015<br>August 2016 | <b>i.lab, Inc. Innovation Consultancy with Science and Design, Design Internship - Tokyo</b> <ul style="list-style-type: none"><li>• Facilitated a workshop seeking new business boundaries for LIXIL Corporation by imagining a future society.</li><li>• Created a magazine and catalogue to show new items for Meiji Co., Ltd.</li></ul>  |
| April 2014<br>October 2015  | <b>Yahoo! JAPAN Corporation, Full-time Designer - Tokyo</b> <ul style="list-style-type: none"><li>• Redesigned the Internet donation service and raised the donation rate by 5 times.</li><li>• Designed 2015 corporate new year's poster announcing the president's resolution, and Superstar/moon corporate award poster – both of which were posted at all Yahoo offices throughout Japan.</li><li>• Tripled the click-through-rate compared to the previous year by creating an internship recruitment website.</li><li>• Redesigned all service icons to flat design in 2014.</li></ul> |
| August 2013<br>March 2014   | <b>Designit. Design and innovation consulting firm, Design Internship - Tokyo</b> <p>Conducted fieldwork and interviews with Docomo, mobile phone users and planned sales strategies for their new mobile phone products.</p>  |