ATSUSHI IENAKA

UX/UI Designer & Prototyper, Stuttgart

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SUMMARY

Always putting users first in different contexts while making sure the technical feasibility, I've realized meaningful and advanced digital experiences and designed scalable and harmonious systems for from a small company-own project to world-top-class-companies' products. I believe in prototype, having a closer look at how it behaves, how it can be achieved in codes. And I am a great team player being always proactive and collaborative to discover the values and share the story with team.

PROFESSIONAL EXPERIENCE

04/2017 - Present
zigzag GmbH | Senior Designer | Stuttgart

Overview:

I've worked on various projects from mobile app design to in-car digital product concept design, while always collaborating in the team, wondering existing common ways, mentoring junior designers, and acquiring new skills. In 2018 I was awarded as one of the two MVP designers in the company and was invited to join a design conference in Copenhagen called "Design Matters".

Highlights:

- **Travel companion app design for a transportation company**

  Designed a mobile travel companion app and website for a German transportation company as a designer in a multi-disciplinary team, allowing the users not only to search and book the tickets but also to check the live travel information. I've been in charge of this project for a whole year, covering from a landscape study to visual designs to web-based Hi-Fi prototyping using HTML, CSS, and Javascript, while creating the design guidelines. For the big joint review meetings with other 20 stakeholders that we had every other week, I thoroughly prepared and did rehearsals for my presentation by myself, so that the review meetings always went well and I could gain their confidence which brought a whole year constant works to me.

- **Drive-recording app design for an automotive manufacturer**

Designed a mobile drive-recording app for a sports line for an automotive company, recoding the user's driving, visualizing the driving data. I worked on the project as a designer covering from landscape study to visual / animation design to web-based Hi-Fi prototyping. Since we needed to work with other third party vendor for the implementation part, and the design could be extended by the client side, I elaborated the design guidelines / specifications, which in the end the developers really appreciated me. Throughout the project I was also mentoring and leading a junior designer, giving her hints about the whole design process, how to come up with presentation, and teaching After Effects, etc.

- **In-car digital product concept design for an automotive manufacturer**

My team and I defined what the best-in-class-touch experience would be while conducting a range of insight researches and designed major screens as its example. We investigated the automotive digital product trends, modern input methods, and UI patterns. And I also created a fully interactive web-based Hi-Fi prototyping which allowed the stakeholders to touch and experience the whole designs.

04/2011 - 03/2017

Xevo K.K. | UX/UI Designer | Tokyo

Overview:

I joined Xevo after graduating the university and working as a internship designer. I had got a lot of chances working on lots of different types of projects for the 6 years, from an internal concept design to a world-commercial-released product, which allowed me to develop the basic design skills, curiosity and love to "design" that I have today.

Highlights:

- **Future concept video creation for an automotive manufacturer**

To create a 5 year-ahead future's concept movie for an automotive company, starting from defining 3 different types of personas and created a customer journey map, I created all visual designs and motion graphics in the video, in order to demonstrate the future's experiences and interactions. Creating the customer journey map was not included in the original project scope, but by suggesting it with a rough draft to client, they decided to allow us to create it, which really helped us define the whole future experiences.

- **Toyota Entune 3.0 & Lexus Enform 2.0 design**

Designed in-vehicle infotainment apps for Toyota and Lexus' 2017 model cars called Toyota Entune 3.0 and Lexus Enform 2.0 which have been released all over the world. As a designer in a large team, collaborating with other designers and a lot of software engineers, I created the apps' UI, icons and interaction designs, as well as design specification documents.

- **Web portal site design & Frontend development**

As an internal project for the sake of showcasing the company's product for automotive industry, I designed a web portal site to show the realtime vehicle conditions, driving score, driving histories on the maps, etc. and developed the frontend with HTML, CSS, and Javascript. By closely collaborating with an backend engineer in the team, I could make sure the feasibility of my design explorations, and get how the data that we can get the system would look like, so that I could smoothly visualize those data in the website.

- **AcuraLink mobile app design**

Designed a mobile app for Acura brand of Honda, which is connected with Acura vehicles, with which the users can remotely control a part of the vehicle's functions and check the vehicle's realtime condition like fuel levels, and tire pressure, etc. on the app. As a designer, collaborating with other designers, engineers, and a PM in U.S. I created wireframes, screen designs, design guidelines, and some interactive animation / interaction mockups using Framer.

EDUCATION

04/2007 - 03/2011

Bachelor of Environment and Information Studies
Information Design Department, Tokyo City University | Tokyo

Overview:

After learning the basic liberal arts such as sociology, statistics, design and programming, etc. in the first 2 years, I dove into the information design area focused on UX/UI design, infographic and physical computing.

Highlights:

- **Future concept user interface of digital camera**

Classifying target users, brainstroming the users' needs in a team, I designed a future concept user interface of digital camera, which allows the users to automatically take photos/videos without pushing the shutter release but with a heart sensor.

- **Community bus design**

A community organized with elderly people in a small town in Tokyo was planning to run a small scale community bus in the town. My team and I participated the project and helped them design the bus routes, timetable, and signs, while conducting fieldworks of the town and introducing some user-centered design methods in the design processes.

- **Synthesizer prototype with Arduino**

While learning the programming of Processing, I created a prototype of synthesizer composed of bamboos, Arduino, acceleration sensor, and speakers. The user can play the prototyped music instrument by rotating the combined bamboos in which the acceleration sensor detects the 3 dimensional rotation angles and the Arduino converts the angles to different sounds.

- **Infographic design**

Conducting a detailed investigation about CO_2 emission on our university's event, clarifying an inventory of the CO_2 emission while collaborating with a master student of carbon footprint lab. I designed an infographic to visualize the amount of CO_2 emission of the event. It was printed out onto 400cm x 200cm poster and exhibited in the event, and awarded as an advanced student activity from Yokohama-city.

SKILLS

Sketch	Photoshop	Illustrator	After Effects
HTML/CSS/JS	React	Framer	Mapbox
User-Centered Design	Design Guidelines	Usability Assessment	

HOBBIES

- **Personal random design works**

dribbble.com/AT_SUSHI

- **Photography**

insidegraphy.com