Kenji Wada

UX/UI Visual Designer & Researcher
+ Data Visualization/Analysis, GIS & Front-end Development
Sustainable & Active Mobility Advocate

Authorized to work for any EU employer (EU long-term residence permit)

UX/UI Visual Designer and Researcher with over 10 years of experience (combining academia and industry) in conducting user research, prototyping, and designing/developing user-centered websites, apps, and information graphics, which include data visualizations and cartographies in multiple countries and diverse work environments. Please visit zivatad.com for portfolios.

My strength and passion are turning complex (business and social) challenges into simple and comprehensive ones by utilizing a wide range of visual design skills. I believe the power of visual designs, which enhances communication with end-users/stakeholders and their experience.

k.wada@zivatad.com
+31 (0)6 5418 5900
Leiden, The Netherlands

zivatad.com
linkedin.com/in/zivatad
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Soft skills

Detail Oriented
Persistence
Critical Thinker
Creativity
Time Management
Adaptability
Team Player
Effective Communication

Hard skills

UX/UI Design/Development
Data Visualization/Analysis
Qualitative/Quantitative Study
User Study and Usability Test
Wireframing and Prototyping
Interview and Survey
Persona and Card Sort
Affinity Diagram

Tools

Figma, Sketch, Zeplin, and Invision
Adobe Illustrator and Photoshop
Visual Code Studio, Sublime Text
HTML and CSS (SCSS)
JavaScript (+D3 and Leaflet)
NodeJS, Express, and Angular
Gulp
Git
QGIS and ArcGIS
R

Hobbies

Kendo *Japanese Martial Arts
Bicycle (Long Distance Cycling)
Music (Dance Music and Jazz)

Work experience

03.2024–current Freelance UX/UI Visual Designer & Researcher - Netherlands

- Visualize overtourism data for a Japanese startup working on MaaS (Mobility as a Service).
- Research and report, including data visualizations, on sustainable and active mobility in Japan.
- Continue PhD dissertation, focused on the visualization of vitality data to improve public health.

03.2023–02.2024 UX Designer at De Nederlandsche Bank - Netherlands

- Design the UI of internal and public-facing applications in a scrum team through iterative cycles.
- Communicate with stakeholders to understand and manage their expectations on design projects.
- Update an internal (digital) manual by considering visual theories including composition and typography.
- Plan and create reusable UI component libraries (Design Systems) on Figma with other UX designers.

After the end of my PhD contract at Eindhoven University of Technology, I focused on continuing my PhD research, which had a significant delay due to the pandemic, and preparing for my next career (transition from academia to industry).

05.2018–09.2022 PhD in Industrial Design at Eindhoven University of Technology - Netherlands

- Prototype, design (UI) and develop (front-end) a data platform and a data visualization application containing various health-related datasets utilized by experts for their decision-making process.
- Facilitate workshops, interviews, co-design sessions, and usability testing with stakeholders.
- Plan and execute design research (qualitative and quantitative) complying with the data raw (GDPR).
- Publish and present scientific papers (research results) at several international conferences and journals.

06.2015–04.2018 Freelance Visual/UX/UI Designer, Front-end Developer, and GIS Analyst - Various

01.2016–04.2018

- Design (UI) and develop (front-end) services adapting to multi-device in a video streaming site by teaming up with back-end engineers for a web development company, Create Entrance B.V. - Netherlands
- Create GIS data using ArcGIS for the San Francisco Department of the Environment. (Intern) - U.S.
- Organize GIS data and create maps for a collective design firm, lowercaseproductions. - U.S.

09.2015–12.2015

- Maintain, improve, and create about ten real estate websites (front-end) for a web development company, FOURDIGIT Inc. - Japan

06.2015–12.2015

- Renew website (UI design and front-end development), conduct web marketing, and create visual reports for a Japanese media company located in the San Francisco Bay Area, J weekly. - U.S./Japan

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06.2014–05.2015 **Visual Journalist at Metropolitan Transportation Commission (Intern/Contract)** - U.S.

- Design (UI) and develop (front-end) a web map application showing the major transportation projects in a region with multidimensional information (e.g. location, timeline, cost, and photos) by collaborating with planners, engineers, and public relations officers.
- Design (UI) and develop (front-end) an internal web application to organize GIS data.
- Conduct field research to understand people's travel behavior in the San Francisco Bay Area.
- Create the transit diagram of the San Francisco Bay Area, which aims to promote public transportation.

01.2009–07.2011 **Product Development at BE-S Co., Ltd.** - Japan

- Manage the entire process of bicycle production including marketing (design and market research), designing, developing (e.g. quality control), importing/exporting, photo shooting, and copy-writing.

10.2007–12.2008 **Export Sales at Icom Inc.** - Japan

- Communicate in multiple languages with distributors in several countries to perform sales and export.

Education

09.2011–05.2014 **M.A. in Industrial Arts at San Francisco State University** - U.S.

- Complete Master's thesis with the theme of transportation injustice, by proposing a holistic solution including a collaborative data visualization application and environmental design.
- Receive the certificate of GIS through the Extended Learning program.
- Assist the Bicycle Geography class as a teaching assistant by grading, advising students, and coordinating activities such as field trips.
- Provide a guest lecture about GIS in the Information Design class.
- Produce a variety of visual materials (e.g. information graphics and cartographies) as a community outreach intern at the San Francisco Bicycle Coalition.

04.2004–07.2007 **B.A. in International Communication (Chinese) at KANSAI GAIDAI University** - Japan

- Receive a full scholarship to study abroad at California State University, Chico (U.S.) for studying design and marketing.

Publications

- Studying the Utilization of a Map-Based Visualization with Vitality Datasets by Domain Experts (2022) Geographies (MDPI)
- Towards Designing a Map-Based Data Visualization Application to Enhance Collaboration through Awareness among Different Experts in Vitality (2022) Proceeding of the IEEE Pacific Visualization Symposium (Poster Presentation)
- Exploring a Map-Based Visualization to Raise Awareness of the Various Perspectives in Vitality among Different Domain Experts (2021) Extended abstracts of the Doctoral Consortium program at INTERACT 2021
- Studying Requirements from Multiple Actors on Vitality Data Platform through the Lens of Socio-Technical Systems (2021) International Journal of Affective Engineering
- Studying Requirements for Designing a Vitality Data Sharing Platform from a Multi-Stakeholder Perspective (2020) Conference Proceedings of 8th International Conference on Kansei Engineering and Emotion Research (KEER) 2020
- Promoting Biking Among Low-Income Chinese Immigrants in San Francisco (2014) Diploma Thesis, San Francisco State University