

# Kiyohiro Izumo

[www.kiyoizumo.com](http://www.kiyoizumo.com)

## Service Designer

### User Experience Designer

#### [CONTACT]

175 Camberwell Road, London, SE5 0HB

[hello@kiyoizumo.com](mailto:hello@kiyoizumo.com)

07475 828181

LinkedIn: <https://www.linkedin.com/in/kiyohiroizumo/>

#### [SUMMARY]

A graduate MA Service Design with Excellent Grade from Royal College of Arts, looking for an a service designer / a UX designer role or similar to utilise UX driven human-centred design skill. In addition, combines +8 years project management skill and 2 years graphic design experiences from previous experiences in advertising agency and art industry.

#### [AWARD]

British Airways: Flight of the future 2119

**Future customer experience award [2019]**

Exhibited at Saatchi Gallery August 2019

Featured by Forbes, Sky news, ES and more

#### [SKILLS]

##### User Experience Design | Interaction Design

- Mobile Design, Web Design
- Wireframing, visual mocks ups, UI/User interface and asset design
- Prototyping with Visual design
- Agile methodology

##### Human-Centred Design

- Facilitate design workshops
- Qualitative and Quantitative User research
- Analyse & interpret user needs and stakeholder needs
- User Journey Mapping, Process mapping, stakeholder map, Service Blueprint.

##### Project Management

- Strong organisational skill
- stakeholder management, managing budgets, risk assessment
- KPI measurement
- Making structured documentation

##### Software

- Adobe Creative Suite: Illustrator, Photoshop and InDesign
- Prototyping tools: Figma, InVision, AdobeXD and Sketch
- HTML, CSS (Intermediate level)

##### Soft-skill

- Japanese speaking [Native]
- Motivated to work with data, digital and technology
- Motivated to work with team member
- Be optimistic in high paced environments

#### [EDUCATION]

##### Royal College of Arts

###### MA Service Design, Distinction Grade

September 2018 - July 2020

- Worked in a multi-disciplinary team to design, envision and conceptualize with project partners including BBC, British Airways, Policy Lab UK and Telefonica
- Initiated & designed UX design and visual design for digital prototypes and print documentation

##### University of Westminster

###### BA Digital Media and Communication, First Degree

September 2015 - June 2018

- Learnt and designed UX process and digital products
- Gained media theories and storytelling approach

##### University of the Art London

###### Foundation Diploma Graphic Design

September 2013 - June 2014

- Learnt principle of visual / graphic design

#### [WORK EXPERIENCE]

##### Ukiyo-e Street Art Project 2022 [Remote]

###### Project management partner [Self-employed]

April 2019 - April 2020

- Initiated to organise and design documentation for international context from Japanese and pitch the ideas to well-known artists.
- Will be expected to generate more than £2Million from my contribution

##### ICN Gallery London

###### Visual Design assistant

October 2014 - June 2016

- Worked closely with creative team to design catalogue, flyer and web design being used for promotional events such as TentLondon, Masion De Objet in Paris
- Designed weekly email/SNS promotion sent to over 10,000 users and redesigned ads for digital and physical medium

##### DAIWA LTD, Japan

###### Project manager

April 2010 - March 2013

- Led small team at ad agency to design an advertising campaign and managed to launch digital products
- Increased agency's revenue to generate £2.5Million a year and received the best company player in 2011 and 2012

##### Advertising account planner

September 2005 - March 2010

- Initiated to acquire new clients though competition and support client needs to create Ad campaign, print media and web sites.
- Maximized clients profit by increasing sales and decreasing campaign budget to replace to direct marketing from mass communication.