



## Kenji Wada

### UX/UI Designer, Researcher & Developer + Data Visualization/Analysis, GIS, and Front-end Development

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

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

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

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

#### Hard skills

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

#### Tools

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

#### Languages

Japanese - Native  
English - Business Proficient  
Chinese - Intermediate  
Dutch - Beginner

#### Hobbies

Kendo \*Japanese Martial Arts  
Bicycle (Long Distance Cycling)  
Music (DJ and Beat Making)  
Blogging (Data Journalism)

UX/UI Designer, Researcher, and Developer 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. My strength and passion are turning complex (business and social) challenges into simple and comprehensive ones by using various visual designs to enhance communication with end-users and stakeholders, and their experience. Please visit [zivatad.com](http://zivatad.com) for portfolios.

#### Work experience

**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 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 law (GDPR).
- Publish and present scientific papers (research results) at several international conferences and journals.

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

08.2016–04.2018

- 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

03.2016–07.2016

- 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.

06.2015–12.2015

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

**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.
- 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 copywriting.

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

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

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## 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 (Geographic Information System) through the Extended Learning program.
- Assist the Bicycle Geography class as a TA (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