

Ko Nakatsu “I want to move people with research-inspired and thoughtfully-designed strategies.”

1713 7th St. NW Washington, Suite 303, DC 20001 | 213.200.2745 | ko.nakatsu@gmail.com

“I have seen few with more passion and dedication for design”

Eric Anderson

President, Industrial Designers Society of America
Associate Professor, Carnegie Mellon University

Education

Carnegie Mellon University, Pittsburgh, PA

BFA in Industrial Design

Minors in Psychology, Photography and Digital Imaging

Graduated with College Honors

Professional Experience

Blackboard Inc. Senior Product Designer, User Experience Group

Washington, DC March 2010 - Present

Managing system-wide design projects which impacts 5000+ clients and 20 million+ users

Organizing, facilitating, and conducting user-focused research activities with various stakeholders

Defining and integrating new opportunities for recent company acquisitions

Managing projects with third party partnerships

Developing interaction designs for 100% virtual learning environments for K-12 schools

RKS Design Inc., Senior Design Researcher and Strategist, Strategy Department

Thousand Oaks, CA July 2009 - February 2010

Identified and planned future product strategies for global companies and non-profit organizations

Developed unique strategic tools and implemented its use for companies entering the emerging markets

Freelance Consulting

Los Angeles, CA/Washington, DC, April 2009 - Present

Formulating design strategies, conducting research, and creating designs for consultants, entrepreneurs and R&D teams

Clients include: LG, Adidas, Heineken, Nissan Motors, EEDAR, PortiCo Research, Irina Voronina, etc.

Nissan North America/Infiniti Design and Research Specialist, Department of Advanced Planning and Strategy

Torrance/Compton, CA June 2006 - April 2009

Developed exploratory human mobility concepts for 2016 to 2024

Designed and developed product strategies for 2011 to 2013 model year production vehicles

Identified and envisioned future market opportunities, scenarios, and technologies

Conducted and translated quantitative and qualitative research into consumer insights

Built and proposed strategic frameworks for establishing leadership in various markets (BRIC, luxury, echo boomer, etc.)

Directed researchers, designers, and marketers from top US firms for various projects

International and interdisciplinary collaboration on numerous projects

McMaster-Carr Interaction Designer and Information Architect, ITEM Group

Elmhurst, IL September 2004 - June 2006

Designed search and web interactions for specific sections of the e-commerce site grossing \$55 million/year in revenue

Directed production crew of programmers, photographers, and copy writers for design implementation

The Smithsonian Museum, Map Network Freelance Graphic Designer Washington, DC July 2004 - August 2004

Rio Tinto Alcan, IPD New Manufacturing Technologies, Industrial Designer Pittsburgh, PA January - May 2004

Body Media, IPD Wearable Biosensors, Industrial Designer Pittsburgh, PA January - May 2003

Herbst LaZar Bell Inc. Design Intern, Chicago, IL May 2003 - August 2003

Bally Design Inc. Design Intern, Pittsburgh, PA June 2001 - September 2001 and April 2002 - June 2002

“Incredibly smart and curious... powerful and persuasive presenter”

Lisa Robinson

Global Exploratory Manger, Nissan/Infiniti

“[Ko]’s designs are beautiful and elegant... brings a fresh perspective to nearly any subject matter”

Bill Carrier

Director of ITEM Group, McMaster-Carr

“A positive dynamite!”

Craig Vogel

Author of *Creating Breakthrough Products*

Cofounder of the Carnegie Mellon IPD Program

Ko Nakatsu “I want to move people with research-inspired and thoughtfully-designed strategies.”

1713 7th St. NW Washington, Suite 303, DC 20001 | 213.200.2745 | ko.nakatsu@gmail.com

Proficiencies

Design and Market Strategy Development
Culture and Market Foresight
Strategic and Design Thinking Processes
Trends/Social Shift Analysis
Quantitative Research (Survey, Focus Group, etc.)
Qualitative Research (Ethnos, User Test, Placement, Triads, etc.)
Experimental Research (VR, Participatory, Immersive, etc.)
Product Intent Communication
System and Contextual Vision
Cognitive and Social Interaction
Brainstorm Facilitation
Interface and Interaction Development
Photography/Photojournalism
Model Making
Human Factors
Digital Animation
Drawing/Sketching/Illustration/Rendering
PC/Mac/Design Software/MS Office
Japanese/English

Awards, Honors, and Affiliation

LG Design the Future | Honorable Mention w/ J. Sundermeyer (2009)
Published Research Paper | SIGCHI, Austria (2004)
ADSL Exchange | Henri Van der Velde Instituut, Belgium (2004)
Design Merit Award | Carnegie Mellon University School of Design (2004)
Senior Leadership Award | Carnegie Mellon University (2004)
IDSA (1999-Present)
AIGA (1999-2006)
UPA DC (2010)
Toastmasters (2010)

Other Leadership Positions

Nomad Art Compound Artist in Residence | Los Angeles, CA 2008 - 2009
WRCT 88.3FM Training Director, Promotions Director and On-Air DJ | Pittsburgh, PA 1998-2004
BWS Magazine Editor in Chief | Underground music magazine | New York, NY 1999-2000
New York State Emergency Medical Technician - Defibrillation | Lead emergency medical response on ambulances | Chappaqua, NY 1998-1999
Carnegie Mellon University Teacher's Assistant | Seven, senior level to pre-college level courses | Pittsburgh, PA 2002-2004
Carnegie Mellon Activities Board Concerts Head Chair | Budget of \$100,000 to organize large scale concerts | Pittsburgh, PA 2001-2002
Carnegie Mellon Student Dormitory Council President | Team of twelve and budget of \$180,000 to improve campus life | Pittsburgh, PA 2000-2001
Carnegie Mellon Office of Student Life Orientation Counselor | Mentorship for incoming freshman | Pittsburgh, PA 1999, 2000, 2001, 2002
IDSA Student Chapter Chair | Created the most active student chapter in the country | Pittsburgh, PA 2002-2004

Speaking Engagements

UX2 World Usability Day, Guest Speaker
Washington, DC November 2010
“Usability Beyond Individuals: Designing in the Context of Cultural Values”

Swiss Design Network Conference, Workshop Presenter and Speaker
Basel, Switzerland October 2010
“Standard MisDelivery AD2025”

Interaction 10 Conference, Workshop Presenter and Speaker
Savannah, GA February 2010
“Designing Emotional Interactions for Business Results”

AICA Hollywood, Guest Speaker
Hollywood, CA October 2009
“The Design Detective”

Carnegie Mellon University School of Design, Graduation Speaker
Pittsburgh, PA May 2004
“Jumping Rivers”

CHI Human Factors in Computing Systems Conference, Poster Presentation
Vienna Austria April 2004
“KONEKT: connecting the audience through judging at the Olympic games”

Girl Scouts of America SCIP Day, Workshop Presenter and Speaker
Innovations and Inquiry Certification
Pittsburgh, PA November 2001, 2002, 2003