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PROFILE

Located in heart of Tokyo, Japan, Fumiko is a freelance consultant with extensive knowledge on studying human behaviors and needs for product and concept creation, particularly in field of communication and mobile devices.

EXPERIENCE

FREELANCE CONSULTANT, TOKYO STORIES - 2008 - PRESENT

After the closure of Nokia Design in Tokyo, left the company and started a consultation for design and user experience research. In addition to conducting user studies, also work as a coordinator, analyst, writer, and translator. Human-centered design approach has recently become a key approach in Japan, and has worked for multiple industries from telecommunication, workplace design to food and beverages.

SENIOR USER EXPERIENCE DESIGNER, NOKIA DESIGN, TOKYO JAPAN — 2006-2008

As a member of Insight and Innovation Team in Tokyo, worked on understanding users and their behaviors. One of the highlights include Future Urban project, which the entire team was involved to study people in shanty towns of China, Brazil, India, and Ghana, where mobile phones were not only a commodity for communication but also an identity and a lifeline. Other projects involved more short-termed, concept creation and validation, including development of Application in Nokia 5800 Xpress Music.

SENIOR USABILITY EXPERT, NOKIA MOBILE PHONES, BEIJING CHINA - 2003 - 2006

As a sole usability expert of Series 40 platform in Asia, was responsible to study and analyze user needs of the region, particularly China and India, two key emerging markets of the industry. The work varied from customer feedback analysis to conducting user research, but the consistent purpose was to continue learning the needs of the expanding Asian consumers from diverse background, and to reflect them at the earliest phase of the development, the core of product design and interaction. Everyday work included studying current and future owners of mobile, communication devices. Outcomes were typically reflected into guidelines and requirements, which was later realized in the software development.

RESEARCH SCIENTIST, NOKIA RESEARCH CENTER, HELSINKI FINLAND — 1999 - 2003

As a researcher and simultaneously a project manager for few key UI projects, worked intensively on identifying the key design factors, conducting user research in multiple countries and developing suggestions and guidelines. One of the key project led to product like Nokia 6108, which was the very first touch-pad mobile phone enabling handwriting recognition for consumers in China.

EDUCATION

University of Keio, Japan — Master of Arts (Human Computer Interaction) at Faculty of Media and Governance, 1999

SKILLS

Fluent in English and Japanese, understands everyday Chinese. General skills include mid to long-term concept creation and research design. Extensive experience on studying human behavior through research. Practices research methods, such as usability studies, heuristic evaluations, scenario and persona development. Outcomes can be communicated through actual interaction design, clear guideline documentation and presentation. Enjoys collaborative work.

Computer skills include: Microsoft Word/Powerpoint/Excel/Visio, Apple Pages/Notes, Adobe Photoshop/Illustrator/InDesign, Macromedia Flash/Dreamweaver/Fireworks. Utilizes Visual Basic for Applications and Perl for efficient data analysis and reporting.

REFERRALS

Referees are available upon request.