


KAZUMI TERADA

New York, United States

 kamitera@gmail.com

 +1-929-472-1729

 [linkedin.com/in/kazumi](https://www.linkedin.com/in/kazumi)

 <https://www.kazumiterada.com>

Summary - Director of Product Design

Design leader with 15+ years of wisdom in uncovering design actionable insights to solve problems, mediate/ resolve conflicts, and transform obsolete practices and behaviors:

- Solves problems by listening to various points of view across all levels in an organization, and bringing them to light, getting alignment with stakeholders for resolution and implementation of appropriate solutions.
- Leads workshops and user research efforts to create service blueprints, get holistic pictures of cross-functional user journeys, identify recurring issues and pain-points, and provide actionable insights for product strategy and priorities. Disseminate Design Thinking and Agile methodology to teams and groups which may be antagonistic or unfamiliar with these processes.
- Mentors UX designers/researchers across various geographies, on mediating conflicts between users, product managers, developers, and business stakeholders to improve morale and efficiency.

Experience

all positions in New York, NY



Senior Product Design Manager, **McKinsey & Company**

Sep 2016 - Mar 2023

Promoted twice in 6+ year tenure, from Senior Product Designer to Senior Product Design Manager based on success in executing high-profile, urgent, firm-wide DX (digital transformation) initiatives.

- Managed, hired, coached and mentored other designers and researchers as the group grew from ± 5~100.
- Directed designing of a firm-wide engagement document archiving system, built from scratch running on AWS, which launched in unprecedented time frame of three months, reaching 100% adoption within one year for mandatory audits.
- Innovated and streamlined engagement risk case management process to automate due diligence and risk assessment triage to drastically decrease litigation risk. Resolved friction and pain-points in risk management, and mediated conflicts of interest between partners and risk/compliance managers. Increased partner completion rate of the engagement risk assessment survey from 20% to +90%.
- Designed and launched a streamlined, browser-based search engine for engagement data collected since the 1950's. Improved protection of data assets through role-based access and usage tracking.
- Digitized and automated new shareholder and managing partner election process. In collaboration with stakeholders from main governing body, designed and launched voting website, which improved privacy, fairness and efficiency.
- Led workshops and user research efforts to create a service blueprint and get holistic picture of cross-functional user journeys for entire engagement process from beginning to end. Identified recurring issues and pain-points, providing actionable insights for product strategy and priorities.



User Experience Designer, **Independent Consultant**

Jun 2015 - Aug 2016

Conducted user research and usability testing for insurance company, mouthwash brand, and real estate search iOS app. Activities included site heuristic analysis based on usability principles, proposing improved taxonomy & user flow based on user feedback, and creating contextual onboarding content to improve adoption and usability.



User Experience Specialist, **Shutterstock.com**

Oct 2013 - Jun 2015

As a bilingual Japanese/English UX specialist, identified issues with the search algorithm, proposed and implemented various improvements on the site so that the revenue increased to \$2M+ and conversion was increased significantly in the Japanese market. Worked with Agile platforms including Jira and Rally.



Design Project Manager, **Panasonic**

Dec 2008 - Mar 2013

Provided bilingual project management and strategic support for Panasonic Design Center of America. Helped name and shape the new design philosophy for Panasonic Design Company (in-house industrial design department with a few hundred designers) which was disseminated both internally and externally as a new design direction for the company. Facilitated user research, interviews, and market research. Collaborated with design firms (IDEO, Smart Design, Fuse, HUGE, Ecco, Pensa) on over a dozen advance product development projects in North America, in areas of UI/UX for B2B, mobile, consumer electronics, and home appliances, with annual budget of \$1.2M.



Account Manager, **Vibrant Media**

Feb 2006 - Feb 2007

Led the project as Japan business development manager for internet contextual video advertising company. Launched the first live contextual video advertising campaign in Japan.



Co-Founder, President, **Fifth Line Group**

Jan 2004 - Feb 2009

Co-founded a design firm. Projects included corporate identity, product design and development, multi-lingual websites and content management systems, motion graphics, and display/print/web advertising. Business development consulting in the US for Japanese companies, or visa versa. Clients included Sony, NTT DoCoMo, Swedish Institute, and Netherlands Chamber of Commerce.



Project Manager, **Bertelsmann**

Apr 1998 - Oct 2001

Pioneered ecommerce in Japan before Amazon. BOL.com (Bertelsmann Online) is an online media store that was second to Amazon in Germany, and at one point, had stores in fourteen countries.

Education



Parsons School of Design - The New School

Bachelor of Fine Arts (BFA), Environmental Design / Architecture

Licenses & Certifications



UX Intensive - General Assembly

Skills

DESIGN

- User Experience (UX) • UX Research • Service Design • Design Thinking
- Service Blueprints • User Journey Maps • Personas • Ethnographic Research
- Figma • InVision • Sketch • Adobe (Photoshop, Illustrator, InDesign, Premiere)
- Miro • Dovetail • Qualtrics • Microsoft Word / Excel / Powerpoint

LEADERSHIP

- Workshop Development & Facilitation
- Cross-Functional Leadership
- Stakeholder Management and Alignment across various functions and levels
- Coaching • Mentoring • Hiring
- Facilitation of meditation workshops for mindfulness, active listening and empathy

TECHNOLOGY

- Agile / Scrum • Lean UX • Jira
- Generative AI: Midjourney, ChatGPT • Basic knowledge of: HTML, CSS, Javascript, Python and R

Honors & Awards



The Future Innovation Award - Panasonic North America

Feb 2013

Company-wide competition to submit innovative ideas for Panasonic's products. Proposal was an eco-village solution utilizing various Panasonic products including PV's, solar batteries, sensors, energy-saving appliances, and universal design & accessibility principles.

"In recognition of your innovative business idea and contribution to Panasonic Corporation's Future Project" signed by: Joseph M Taylor, Chairman & CEO of Panasonic Corporation of North America

TED TED Fellowship - TED Conferences

Aug 2015

Fellowship granted for proposal of an affordable, urban eco-village and group home for people with developmental disabilities. Deferred due to lack of self-funding and job offer from McKinsey.

Pro-bono Work at McKinsey

- Provided firm-sponsored, pro bono design consulting for non-profit organizations via Echoing Green.
- Participated in panels for internal Asian, Women, and LGBTQ diversity & inclusion initiatives and conferences
- Facilitated regular meditation sessions and workshops.
- Created and co-led the local office "Green Team" to implement composting, invite guest speakers, and conduct tours of various sustainability-related organizations around NYC.
- Mentored high school students in the Big Brothers Big Sisters program.

Non-Profit Board Experiences

NY de Volunteer

Co-founder, Advisor, 2002~present

In the last 20 years, NY de Volunteer has facilitated 1000+ events in NYC with 10,000+ volunteers.

Mahayogi Yoga Mission

Treasurer, 2001~present

Monitor budget and financial health of the organization. Produce annual financial reports. Oversee fundraising, publications, and technology.

Blue Ocean Future

Advisor on Design, 2023~present

Design a solution for a map interface, dashboard and tracking system for sustainable 'blue economy' oceanic development.