



UD-CONSULTING, INC.

*Usability and design consulting company for the Japanese market.
Main target products: PC software, Web site, and Mobile site.*

<http://ud-c.com/>

SERVICES

We are conducting the following research and development projects mainly working with worldwide companies who want to release Japanese products, Web sites and mobile sites.

1. USER AND MARKET RESEARCH

USER RESEARCH | SITE VISITS | FOCUS GROUPS | COMPETITIVE RESEARCH

2. USABILITY EVALUATIONS

USABILITY TESTING | PROTOTYPE TESTING | HEURISTIC EVALUATION

3. DESIGN AND DEVELOPMENT

WEB SITES | MOBILE SITES | PROTOTYPES | UI FOR HARDWARE

ABOUT US

JAPAN OFFICE	2-36-1-215 Somechi Chofu-shi, Tokyo, 182-0023 JAPAN Tel/Fax +81-424-99-4589 Mobile +81-80-5025-0923
HAWAII HEAD OFFICE	1600 Kapiolani Blvd. #628, Honolulu, Hawaii 96814 U.S.A
ESTABLISHED	October 2004
PRESIDENT	Satoshi Shibata
VISION	We provide worldwide products the best usability and design consulting services in the world.
CLIENTS	Adobe Systems / BOOKOFF Online / Expedia / FUJIFILM / Human Factors International / Human Interface, Inc. / IID Inc. / Lexagon Group / Microsoft / MTI Ltd. / NEC / SirValUse Consulting GmbH / SONY / User Centric, Inc.
CONTACT	Satoshi Shibata (satosh@ud-c.com)

STAFF



SATOSHI SHIBATA
President / Usability Consultant

<p>RELEVANT SKILLS</p>	<p>Excellent Usability and Marketing Research ability. Good Management and Leadership skills.</p>
<p>EDUCATION</p>	<p>Intercultural Management Program at Japan-America Institute of Management Science (JAIMS), Hawaii, 2001 and received the Student's Choice Award.</p> <p>Master of Engineering (Ergonomics) Graduate School of Engineering, Chiba University, Tokyo, 1993</p>
<p>WORK EXPERIENCE</p>	<p>President of UD-Consulting, Inc., Tokyo, JAPAN and Hawaii, USA (2004-present)</p> <ul style="list-style-type: none"> • Working with worldwide companies who want to release Japanese products. • Conducting user research and development of Web sites and mobile sites. <p>10 years Usability Engineer and 3 years Program Manager of the following.</p> <ul style="list-style-type: none"> • Program Manager at Microsoft Product Development Ltd., Tokyo, JAPAN (2001-2004) <ul style="list-style-type: none"> ○ Drafted the plan, specification, and then managed the release work for Outlook and the add-ins then received the Microsoft Japan President Award. • Usability Intern at Adobe Systems Inc., San Jose, U.S.A (2001) <ul style="list-style-type: none"> ○ During the JAIMS program I worked for Adobe Systems Inc. in San Jose as a Usability Intern. ○ Planned and conducted the first usability testing in Adobe Japan to adapt Photoshop Elements to Japanese users. • Usability Engineer at Microsoft KK., Tokyo, JAPAN (1996-2001) <ul style="list-style-type: none"> ○ Set up a usability lab at Microsoft Japan and conducted 30 usability tests and 100 customer site visits per year to develop Microsoft Office. ○ Analyzed testing results and wrote usability reports in both English and Japanese to present usability issues and recommendations to US and Japan R&D team. • Usability Engineer at KK. Human Interface, Tokyo, JAPAN (1991-1996) <ul style="list-style-type: none"> ○ Conducted usability research projects and analyzed the results