

YOSHITSUGU KOSAKA

CREATIVE TECHNOLOGIST / INTERACTION DESIGNER

PERSONAL STATEMENT


A Creative Technologist with a background in UX design, 3D pipeline, and Front-end development. I am drawn to innovation and immersive technologies that amplify storytelling.


 Website

 Portfolio

 LinkedIn

 Github

 yoshitsugu.kosaka26@gmail.com

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 London, UK

EXPERIENCE

Senior Software Designer at Ford Motor Company

April 2022 to Present in London, UK

- Research and Development / Prototyping in Human Centered Design Division of Ford (Ford Design)
- Design In-Vehicle experiences: Gamification/ Automation / Customisation
- Translate design mockups and wireframes into well-structured, responsive front-end work using web tools and immersive gaming engines.

Creative Technologist at Oliver Agency

Mar 2021 to Mar 2022 in London, UK

- Perform conceptualizing, prototyping and execution in WebGL and XR.
- Strategize for the real time image devision. Designed and Developed WebGL content for Adidas and Ford.
- Automate promotional content into multiple versions for Burberry, H&M, PayPal, and Honda.
- Built custom plug-ins in adobe CS for various clients. Directed Oliver Australia HQ in content automation.

Content Designer Freelancing at Ogilvy

February 2021 - April 2021 in Tokyo, JPN

- Designed and created iOS app and webAR contents for KDDI Vision Studio. Supported Vision Studio's brand development challenge with Ogilvy's team.

Creative Technologist at HakuHodo

Nov 2018 - Apr 2021 in Tokyo, JPN

- Conducted technical and use case research to expand the creative potential in the following topics and technologies: XR, AI, Wearables, Volumetric Technology, Audio Media, WebGL
- Developed prototypes using the following tools: Figma, AdobeCS, Js, NodeJs, ReactJs, Python, Unity, MaxMsp, Blender.
- Conducted UX research focusing on products and service designs.

Data Operation Lead at Vice Media

Aug 2016 - Jul 2018 in New York, NY

- Designed and implemented automation tools in post-production pipeline scripting in python and javascript.
- Developed and managed an internal system which automated production flow and a data tracking system that improved the insight of the department.
- Coordinated work-flow with off-site productions and independent contributors.
- Quality control of final deliveries to HBO.
AE work: syncing and organizing interviews, uploading and delivering finished content to platforms, providing on site technical expertise.

Content Designer at Vice Media

Jan 2017 - Nov 2017 in New York, NY

- Created day-to-day original graphic content for Vice's social media accounts. Pitched and prototyped the concept and idea of the contents.

Creative Art Intern at Sony Music Entertainment

Aug 2014 - Dec 2014 in New York, NY

- Image database research for promotional content.
- Conducted research on SME artists and branding.

EDUCATION

University College London

Bartlett School of Architecture

MArch in Design for Performance and Interaction - Expected 2025

New York University

BSc in Integrated Digital Media- Dec 2015

Dean's List

The Cooper Union


Engineering & Entrepreneurship - Aug 2015

Collaborative course with IBM and NYPL

New School

Journalism course - Sep 2017

Certificate:

 Google UX Certificate Program - Completed in April 2022

Micro Copywriting - Completed in September 2022

Skills

Expertise

Rapid Prototyping

Real-Time Rendering

3D Pipeline

Wireframing

Creative Development

UI Development

Front-end Development

XR Development

WebGL

Generative AI

Shader Knowledge

Video Editing

Tools

Adobe CC

Figma

HTML / CSS

JS / React/Three.js/D3

Node.js

Python

Linux

MaxMSP

Unreal Engine 5

Unity/C#

Blender/Houdini/Maya/Rhino

Git

Arduino

Raspberry Pi

Linux

PROJECTS

Patchwork: (upcoming)

Up-cycling platform for upcoming artists.

Frames of Reference:

Producer/Camera Op for the up coming Documentary Film

Planet Meta:

UX Design / Development for 3D heavy concept website

AR Logo Project:

Partnered with Ogilvy and KDDI's Vision Studio.

AR Library App:

AR Book recommendation app.

AR Words in the City: (featured by creativecodeart page)

iOS application where users can experience AR 3D contents

based on where they are in physical locations.(GPS)

Pix2Pix:

Image to image translation using DCGAN. Drawing contests at various events.