

Benji Kuroda

Contact

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Experience

06.2015 – present

Facebook

Product Designer, Instagram Business Platform - Menlo Park, CA

- Led the design of the Instagram Save MVP and Collections products working with user research and data, and took them from idea, to prototype, and to launch.
- Strategized a solution for a complex web ad creation product with stakeholders across various Facebook teams.
- Designed the first Instagram feed ad format based on user research, business requirements, and the results of large scale experiments.

09.2014 – 12.2014

Frog Design

Interaction Design Intern - Seattle, WA

- Collaborated with various disciplines across a breadth of projects, including automotive, mobile, and web experiences.

05.2014 – 08.2014

Google

User Experience Design Intern, Google Calendar - Zurich, Switzerland

- Worked closely with engineers, product managers, and designers to develop an internal calendar tool from idea to high fidelity prototype phase.
- Organized, led, and synthesized an internal user study.
- Defined a set of use cases and success criteria for our product.

04.2013 – 06.2013

Motorola

Design Intern, Advanced Technology and Projects - Sunnyvale, CA

- Worked with our team to design and implement a college hackathon program.
- Developed a graphic visual identity.

Education

09.2010 – 04.2015

Art Center College of Design

Pasadena, CA

Bachelor of Science – Product Design

Skills and tools

Sketch 3

Rapid prototyping - InVision, paper prototyping

High fidelity prototyping - Origami Studio

User-centered research and design

Data-driven design

Adobe CS - Photoshop, Illustrator