

# HIRO FUKUSHIMA

Product Design | Design Systems | Brand Identity

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## SUMMARY

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20+ years across enterprise software, hardware-coupled products, and global creative operations. Background spans UX/UI, design systems, brand identity, motion design, and AR/VR. Founded and ran a design agency with 50+ employees and contractors across three continents. Creative Director for the world's first AR television broadcast.

## WORK AUTHORIZATION

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U.S. Permanent Resident. No sponsorship required.

## SKILLS

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**Design:** UX/UI, Design Systems, Enterprise UX, Platform UX, Information Architecture, Interaction Design, Prototyping, User Research, Brand Identity, Motion Design, AR/VR

**Tools:** Figma, Adobe Creative Suite, SolidWorks, Blender, After Effects, Premiere Pro

**Languages:** English, German, Korean, Japanese

## EXPERIENCE

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### HighRes Biosolutions | Senior Product Designer

*Beverly, MA | November 2020 - August 2025*

- Owned all software UX, design systems, brand, and marketing.
- Built and maintained design system across three software products (CellarioOS, CellarioScheduler, Solution), including design tokens, component libraries, and pattern documentation.
- Delivered rapid concept prototype for customer presentation; work supported a seven-figure contract that became a long-term enterprise relationship retained throughout tenure.
- Designed CellarioOS UI, aligning software visual language with hardware product identity.
- Redesigned CellarioScheduler based on user research and lab shadowing.
- Introduced user research, usability testing, and iterative prototyping practices.
- Developed brand guidelines, marketing collateral, and trade show materials.

### Pison Technology | Senior Product Designer

*Boston, MA | December 2017 - August 2020*

- Led UX and UI for EMG-based smartwatch from concept through product launch.
- Designed gesture-controlled drone interface prototype for Department of Defense.
- Developed brand identity and visual systems for early-stage startup.
- Collaborated with hardware engineers to optimize interaction patterns for sensor-based input.

## **INAGAWA | Founder and Creative Director**

*Munich, Germany | October 2014 - July 2019*

- Founded and scaled multi-division design agency to 50+ employees and contractors across Europe, Asia, and North America.
- Led VisualSquad division as embedded design partner for Kantar, delivering data visualization for global market research.
- Directed MotionSquad division producing motion graphics, AR/VR, and interactive media.
- Managed client acquisition, project delivery, and operations; exited prior to U.S. relocation.

## **MotionSquad Studio | Creative Director**

*Lviv, Ukraine | February 2016 - July 2019*

- Creative Director for world's first AR television broadcast; companion app ranked #1 in the German App Store.
- Directed 200+ projects spanning motion graphics, AR/VR, and interactive media.
- Managed distributed creative teams across multiple time zones.
- Designed UX and UI for AR and VR applications; produced branded film content for product launches.

## **stereolize. | UX/UI Designer**

*Munich, Germany | September 2013 - August 2014*

- Designed interactive installations for Fortune 500 executive showrooms and global sales presentations.
- Created gesture-based navigation systems for stage and showroom experiences.

## **Spies und Schwarz | Art Director**

*Munich, Germany | April 2012 - May 2013*

- Led visual design for corporate events and trade show activations at IFA and GamesCom.
- Produced branding assets and campaign materials for international film festivals.

## **Freelance | Designer and Photographer**

*Munich, Germany | 2005 - 2012*

- Advertising campaigns and editorial fashion photography; work published in Vogue.

## **EDUCATION**

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**Macromedia University of Applied Sciences** | Bachelor of Arts, Communication Design | Munich, Germany | 2011

## **AWARDS**

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Red Dot Design Award (2) | iF Design Award (2)