

Nobuya Sato

Founder & CEO at Secret Lab, Inc.

Tokyo, , JP

Experience Designer and Mobile Design
Strategist

Biography

Based in Tokyo, currently runs his own User Experience and Design Strategy firm, Secret Lab, Inc., which provide experience design consulting service worldwide. Specialized in Android platform, currently working on the new UI/UX design platform strategy for '1-2'-10' multi screen experience and the mobile application framework for the social network service aggregation. Previously he was a Vice President of User Experience & Japanese Operations at Seesmic, a social media management and mobile social enterprise software company in San Francisco. Seesmic is one of the most popular social software application gathering feeds in one screen from Twitter, Facebook, LinkedIn, Salesforce Chatter, and more. At Seesmic, he is responsible for all Japanese operations worldwide and all Seesmic action in Japan, including business development, partner relations, developer relations, localization of the product, requirement assessments, Japanese product management, community management, and user support. Before Seesmic, he was a Strategy Producer at Sony Creative Center, engaged and led the user experience platform strategy for New Mobile (3G enable mobile devices) and new Slate/Tablet devices for company's group-wide Android based networked products and services. He was a core member of Sony's Android initiatives since the beginning. Prior to Sony, he led both User Experience practice and Information Architecture Group at Business Architects Inc. (aka bA), a leading interactive communication design firm in Japan. He holds his Product Design degree from Kobe Design University.

Availability

Keynote, Moderator, Panelist, Workshop, Author Appearance, Corporate Training

Industry Expertise

Information Technology and Services, Internet, Design

Areas of Expertise

User Experience, Android Design, Mobile Design

Affiliations

SIGGRAPH, The Information Architecture Institute (IAI), UXnet, IxDA

Education

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