

I'm Ryo Tada - an AI/AR Design Manager, creating the future of ambient AI in daily life.

AI/AR Product Manager at the intersection of physical-digital experiences — combining strategy and hands-on execution. From launching AI product MVPs for Fortune 100 clients at McKinsey to inventing FULU, a globally recognized fingernail-sized AR haptic wearable, featured in *ACM Interactions* and *Dezeen*. Known for 0 to 1, turning ambiguity into clarity that drives technical and business impact. Holds master's degrees in Innovation Design Engineering from the Royal College of Art and Imperial College London, and a Professional Certificate in AI/ML from MIT.

Skills

- UX/UI
- Product Design
- User Research
- R&D Innovation
- Product Management
- Business Strategy
- Cross-Functional Collaboration
- Team Leadership

Tools

- Figma
- Unity
- Arduino
- Python
- Microsoft Office
- Adobe CC

Education

2024 | CERTIFICATE
**PROFESSIONAL CERTIFICATE
PROGRAM IN ML & AI**
MIT

2017-2019 |
**MASTER OF ARTS
MASTER OF SCIENCE
INNOVATION DESIGN ENGINEERING**
Royal College of Art
Imperial College London

**MASTER OF ENGINEERING
MASTER OF ARCHITECTURE
ARCHITECTURAL ENGINEERING**
Kyoto University

**BACHELOR OF ENGINEERING
BACHELOR OF ARCHITECTURE
ARCHITECTURAL ENGINEERING**
Kyoto University

Awards & Featured

2022 | [McKinsey Insight Report](#)
2021 | Kanagawa Business Audition
2020 | [Dezeen Awards Longlisted](#)
2020 | [ACM Interactions](#)
2019 | Dutch Design Week

Experience

2021 - 2024

ASSOCIATE DIRECTOR (PRODUCT/DESIGN)

MCKINSEY & COMPANY | New York, Tokyo

Advised Fortune 100 C-level executives on digital strategies, fusing product thinking and UX design to drive business impact.

- Led AI product development for a Fortune 100 global sales transformation; launched MVPs in 4 markets in 9 months.
- Collaborated with the C-suite, defined the product and roadmap, delivering \$100M+ in sales growth with high client recognition.
- Built and iterated 10+ Figma prototypes integrating next-best-action models with 200+ client data variables; directly shaping product strategy and improving sales rep efficiency by 5-20%.
- Shaped the client's new product strategy by identifying synergy use cases that addressed a 400% user increase (10M → 40M).
- De-risked and validated through research (30+ user interviews, A/B tests, deep empathy methods) for Japan's Foster Care System.

2024 - PRESENT

FOUNDER / PRODUCT MANAGER

STUDIO TADA LTD. | New York, London, Tokyo

Founded a design & product consulting firm specializing in AR/AI/UX.

- Defined the product vision for an AI/AR birdwatching binoculars startup, shaping the user adoption roadmap.
- Built physical-digital innovation space concepts for clients such as NTT Communications, led mixed-method (qual + quant) research and business analysis. The project won the Nikkei Office Award.
- Consulted for clients ranging from startups to blue-chip companies with \$5B+ annual revenue.

2019 - 2021

STARTUP FOUNDER - AR WEARABLE DEVICE

STEALTH STARTUP - FULU | London, Tokyo

Invented and prototyped FULU, a fingernail-sized AR haptic wearable enabling emotional remote touch.

- Exhibited at Dutch Design Week (600+ visitors, 60+ sign-ups), featured in *ACM Interactions* and *Dezeen*.
- Built fingernail-sized working prototypes in 4 months, hands-on with Unity, Arduino, and a smartphone AR/UX app.
- Delivered a subtle and emotionally resonant experience that surprised users, who frequently said, "I want to buy this today."

2014 - 2017

DESIGNER (ARCHITECTURE) & PROGRAM MANAGER

PERKINS + WILL, FLETCHER PRIEST ARCHITECTS | London

Designed trend-setting, high-aesthetic corporate offices and physical-digital experiences for clients including EY, Google Zurich, and Unilever.

2010 - 2013

DESIGNER (ARCHITECTURE) & PROGRAM MANAGER

TAKENAKA CORPORATION | Tokyo, Osaka

Designed and program-managed large-scale buildings with 100+ work streams with tight deadlines and budgets.