Yohei Nishimura

ynishimura@wisc.edu ⋄ GitHub ⋄ LinkedIn ⋄ Personal Website

EDUCATION

Doctor of philosophy, Business, specialization in Quantitative Marketing
University of Wisconsin-Madison, WI   May 2028 (expected)

Master of Science, Computer Science
University of Wisconsin-Madison, WI   May 2023
Focus: Machine Learning, Deep Learning, Computer Vision, Natural Language Processing

Bachelor of Engineering, Computer Science
Teikyo University, Tokyo, Japan   March 2021
Focus: Operating System, Database System, Data structure and Algorithm, Computer Architecture, Information Security, Image processing, Computer Graphics, Information Theory, Graph Theory.

Bachelor of Art, Economics, Statistics
The University of Tokyo, Tokyo, Japan   March 2007
Focus: Markov Chain Monte Carlo Method, Bayesian Statistics, Game Theory, Empirical Macroeconomics
Thesis: Estimation of volatility in Japanese equity market index by using Markov Chain Monte Carlo method

Academic Papers

Hybrid Marketing Research: Large Language Models as an Assistant
Arora, Neeraj and Chakraborty, Ishita and Nishimura, Yohei
Journal of Marketing (R&R)

- Investigate the automation of data generation and in-depth interviews in marketing research, including survey design and execution.
- Explore the use of synthetic respondents and hybrid models with real people and large language models for survey moderation.

Leveraging Generative AI to Create Visual Content in Digital Advertising
Daviet, Remi and Nishimura, Yohei (alphabetical order)
Preparing for the submission

- Develop a novel creative design process combining generative AI with deep Bayesian prediction models to identify high-performance, brand-compatible ad content.
- Demonstrate superior performance of AI-generated visuals compared to human designs in a field application, providing a framework for effectively integrating generative AI in digital advertising.

PROFESSIONAL EXPERIENCE

Aoyama Art, Inc., Tokyo, Japan (Remote, Part-time)   October 2021 - February 2022
Software Engineer / Machine Learning Engineer
- Launched and maintained the media part of titel.jp.
- Originally, the structure was designed to hard-code the HTML data of the article and metadata such as title, description, etc. Constructed new databases and an infra layer API to connect the database to the front end by a clean architecture and RESTful API.
- Installed an article recommendation system. Built the recommended article component as a template, and also created new views and handlers. Using a naive Bayesian classifier, the same classified articles

are displayed as recommended articles.

toridori, Inc., Tokyo, Japan (Remote, Part-time)   June 2021 - December 2021
Scrum Master / Product Manager / Software Engineer
- Installed agile development / scrum into the development team. Team productivity increased by about 30 percents in two months.
- Contracted strategic product roadmaps for a year, working with engineers and designers.
- Coding ruby and Javascript/jQuery, fixed a lot of bugs and improved UI/UX for the customers' service.

Mercari Inc., Tokyo   July 2020 - June 2021
Product Manager / Project Leader
- Responsible for introduction of business users into Mercari service: "Mercari Shops" in "Souzoh".
- Contracted 10 sets of public APIs with five backend engineers from scratch. Drove product vision, go-to-market strategy, and design discussions.
- Launched the new service with engineers, designers, other PdMs, lawyers and financial specialists.
- Balanced the speed of the launch with the stability of the system by the adoption of the WebView System. Installed agile development, and managed day-to-day technical and design direction.
- e.g. In Amazon.com, my achievement would be similar to launching a Whole Foods service within Amazon.com's existing marketplace.

Michael Inc., Tokyo   December 2017 - June 2020
Chief Operating Officer / Product Manager / Software Engineer
- Responsible for products' management on CARTUNE(Apps / Web) and CARTUNE Parts Market.
- Launched a new media service named "CARTUNE MAGAZINE" using Python and Google's services with two engineers by the development developed UI/UX design by myself.
- Users grew from 20,000 to 2,700,000 MAU (Monthly Active User) in two year.
- Michael Inc. was acquired by Mercari Inc in Oct 2018.

Donuts Ltd., Tokyo   April 2016 - November 2017
Product Manager / Project Leader
- MixChannel (https://mixch.tv/) renewal from the short movie app to the live streaming app as a project leader with 30+ people.
- Delivered the strategy for marketing, and released TV commercial.
- Planned annual P/Ls and product strategies.

YCP Holdings., Tokyo   January 2013 - March 2016
Strategic Consultant / Board member of a subsidiary
- Built strategies for large IT companies and startups, executing marketing, sales, financial modeling.
- Board member for IT and food/beverage subsidiary.

Barclays., Tokyo   August 2011 - December 2012
Equity Analyst
- Analyzed the equity market for the financial sector in Japan such as Nomura Holdings, Daiwa Securities Groups, and Nippon Life Insurance Companies.

Ministry of Economy, Trade, and Industry., Tokyo   April 2007 - July 2011
Analyst
- Created laws, tax systems to support small and mid cap companies.
- Analyzed Japanese and US equity market and created reports of them in Bank of Japan as a temporary transfer.

SKILLS

- Software development: (Fluent) Python, Go, C, Java, Node.js(Express+EJS) (Intermediate) Ruby, Javascript, C++, Google Apps Script
- Analysis: (Fluent) Pytorch, Numpy, Pandas, R, Stan (Intermediate) Octave, Matlab, Tensorflow
- Database/System: (Fluent) SQL, GCP, mongoDB, Linux (Intermediate) AWS, Distributed system
- Tools: Google Analytics, BigQuery, Git, GitHub
- Design/Documentation: Figma, Adobe XD, Notion, JIRA
- Product: Product roadmap, Agile development, Scrum master, UI/UX, Customer journey map
- Business: Strategy, Financial PL/BS/CF Modeling, Online/Offline Marketing, Consumer Analysis
- Language: English: Full Professional Proficiency, Japanese: Native