

Yohei Nishimura

Madison, WI ◊ (608)421-4995 ◊ 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

Bachelor of Engineering, Computer Science
Teikyo University, Tokyo, Japan March 2021

Bachelor of Art, Economics
University of Tokyo, Tokyo, Japan March 2007

PUBLICATIONS

Enhanced or Exaggerated? Subjective Knowledge and Bias in Product Upgrade Evaluation

Jung, Wonsuk; Peck, Joann; **Nishimura, Yohei**

Submitted, Journal of Marketing Research

Leveraging Generative AI to Create Visual Content in Digital Advertising

Daviet, Remi; **Nishimura, Yohei** (the authors are listed alphabetically and contributed equally)

Under review, Marketing Science

AI-Human Hybrids for Marketing Research: Leveraging LLMs as Collaborators

Arora, Neeraj; Chakraborty, Ishita; **Nishimura, Yohei** (the authors are listed alphabetically and contributed equally)

Forthcoming, Journal of Marketing

INVITED SEMINARS AND CONFERENCES

2024

- Wisconsin School of business (Symposium on Artificial Intelligence in Marketing)
- Waseda University

PROFESSIONAL EXPERIENCE

Software/Machine Learning Engineer

Aoyama Art, Inc., Tokyo, Japan

2021 - 2022

toridori, Inc., Tokyo, Japan

2021

Product Manager/Project Leader

Mercari Inc., Tokyo

2020 - 2021

Donuts Ltd., Tokyo

2016 - 2017

Chief Operating Officer

Michael Inc., Tokyo

2017 - 2020

Strategic Consultant

YCP Holdings., Tokyo

2013 - 2016

Analyst

Barclays., Tokyo

2011 - 2012

Ministry of Economy, Trade, and Industry., Tokyo

2007 - 2011

SKILLS

- Software development: Python, Go, Node.js, Google Apps Script, C, Java, Javascript
- Analysis: Pytorch, Numpy, Pandas, Botorch, R, Stan, PyMC, Tensorflow
- Database/System: SQL, NoSQL, GCP, mongoDB, Linux, AWS
- Tools: BigQuery, Git, GitHub, Google Analytics
- Design: Figma, Adobe XD
- Product management: Product road map, Agile development, Scrum master, UI/UX, Customer journey map
- Business: Strategy development, Financial PL/BS/CF Modeling, Online/Offline Marketing, Consumer Analysis
- Language: English(Fluent), Japanese(Native)

Last Update: December, 2024