

Ayae Ide

Pennsylvania, USA

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Summary

UX Researcher / Product Analyst with 5+ years of industry experience in data science and product growth, complemented by 2 years of user research experience focused on trustworthy digital system design. Experienced in conducting 20+ user interviews for digital identity systems to identify perceived privacy and security gaps and 30+ user interviews to evaluate the accessibility of AI-generated content labels for blind and sighted users. Previously worked as a Data Scientist at LINE Corporation and a Marketing Science Partner at Meta Platforms, Inc., translating large-scale user data into insights that informed product and marketing decisions.

Education

Pennsylvania State University

Pennsylvania, USA

M.Sc. in Informatics, with a focus on Human-Computer Interaction

2023 - 2026

- Master Thesis: Provenance in the AI Era: Human-Centered Design of Personhood and Content Credentials

Tokyo Institute of Technology

Tokyo, Japan

M.Eng. in Computer Science

2016 - 2018

- Master Thesis: Policy Decision Support System in Aging Society Based on Probabilistic Latent Spatial Semantic Structure Modeling
- Received a \$20,000 graduate student loan repayment exemption for excellent academic achievement.

Sophia University

Tokyo, Japan

B.S. in Physics

2012 - 2016

- Thesis: Optimization Algorithm for Exploring Quantum Spin Glass Ground State

Work Experience

Meta Platforms, Inc.

Tokyo, Japan

Marketing Science Partner

Feb. 2020 - Dec. 2022

- Worked on ad measurement initiatives for advertisers in the Entertainment vertical by developing measurement frameworks, analyzing campaign performance data, and interpreting insights to support data-driven marketing decisions.
- Improved marketing measurement accuracy in Japan by identifying issues in cross-publisher conversion lift estimation models and collaborating with product teams, resulting in algorithm improvements for the APAC market.
- Led regional measurement initiatives across APAC by aligning sales, product, and strategy teams around data-driven adoption goals, resulting in broader implementation of measurement solutions across clients.
- Informed cross-functional product decisions by combining qualitative feedback from sales teams with quantitative dashboard analysis, contributing to the prioritization of new experimentation features.
- Enhanced the open-source Robyn's user experience by researching challenges in marketing mix modeling workflows and proposing automated model clustering features, resulting in successful product feature adoption.

LINE Corp.

Tokyo, Japan

Data Scientist

Aug. 2018 - Feb. 2020

- Responsible for leading data science projects and product analytics for LINE manga (global MAU is approximately over 60 million as of 2020, the most popular digital manga platform in the world).
- Improved user retention by designing and launching an in-app engagement campaign based on predictive modeling and behavioral analysis, resulting in sustained positive A/B testing performance and long-term adoption within the app.
- Streamlined recommendation system experimentation by developing engagement metrics and automated data pipelines, resulting in successful launch and online validation of new recommendation logic through A/B testing.
- Built monitoring systems using user log data to continuously evaluate campaign performance, helping product and business teams iterate on engagement strategies more effectively.
- Supported executive decision-making by developing revenue simulations for a new subscription model, leading to clearer business planning around monetization strategies.

Projects & Research Experience

Pennsylvania State University

Student User Experience Researcher

Pennsylvania, USA

Aug. 2024 - Dec. 2025

- Conducted 20+ semi-structured interviews and applied thematic analysis to uncover user needs in personhood verification systems.
- Translated research findings into design recommendations and prototypes to improve usability and user trust in identity verification flows.
- Investigated how blind and low-vision users interpret AI-generated labels on social media, identifying accessibility gaps and informing inclusive design considerations.

Max Planck Institute for Software Systems

Research Intern

Kaiserslautern, Germany

July. 2025 - Sep. 2025

- Collected and integrated governance data from 14 DAOs by scraping proposal discussions from governance forums.
- Conducted multi-modal analysis linking on-chain activity with off-chain discussions to examine interest alignment in DAO delegation.

Skills

Research & Strategy	Quantitative Research (e.g., surveys, A/B testing), Qualitative Research (e.g., semi-structured interviews, diary studies, thematic analysis), Statistical Analysis, Predictive Modeling, Web Scraping
Design & Prototyping	Journey Map, User Flow, Wireframing, Prototyping, Usability Testing, Accessibility (WCAG)
Programming	SQL, Python, R
Tools	Figma, Miro, Canva, Affinity, Framer, Webflow, GitHub, Maze, CloudResearch, Prolific
Languages	English (professional working proficiency), Germany (elementary proficiency), Japanese (native)

Selected Publications

Fairness in Token Delegation: Mitigating Voting Power Concentration in DAOs presented at TUM Blockchain Conference 2025

Munich, Germany

Johnnatan Messias and Ayae Ide

Sep. 2025

AI-generated Media Indicators: Practices & Challenges of Navigating Indicators for Sighted and Blind Individuals presented at CHIWORK 2025

Amsterdam, The Netherlands

Ayae Ide, Tory Park, Jaron Mink, and Tanusree Sharma

June. 2025

Personhood Credentials: Human-Centered Design Recommendation Balancing Security, Usability, and Trust

Preprint, Online

Ayae Ide and Tanusree Sharma

Feb. 2025

Policy Decision Support System in Aging Society Based on Probabilistic Latent Spatial Semantic Structure Modeling, AAAI Spring Symposium 2018

Stanford, USA

Ayae Ide, Yoichi Motomura, and Takao Terano

Mar. 2018

Honors & Awards

INTERNATIONAL

2025 **Summer Research Fellowship**, Max Planck Institute for Software Systems

Germany

2018 **Special Award**, AAAI Spring Symposium 2018

Palo Alto, U.S.A

DOMESTIC

2017 **Student Incentive Award**, The Japanese Society for Artificial Intelligence

Tokyo, Japan