

Summary

User Researcher with a background in quantitative user analysis and growing expertise in qualitative research and design. I began my career using large-scale behavioral data to understand users at LINE and Meta, which led me to recognize the importance of understanding the motivations and experiences behind the numbers. I then pursued an M.Sc. in Informatics at Penn State, where I conducted qualitative user research on trustworthy and accessible digital experiences. I am now continuing my studies in Design for Digital Futures at TH Nürnberg to strengthen my design and prototyping skills and connect research insights more directly to product experiences.

Education

Technische Hochschule Nürnberg Georg Simon Ohm

Nürnberg, Germany

M.A. in Design for Digital Futures

2026 - 2028

- Interdisciplinary Master's program bridging design practice and computer science
- Coursework in creative coding and applied design research, with a mandatory semester abroad

Pennsylvania State University

Pennsylvania, USA

M.Sc. in Informatics (Human-Computer Interaction)

2023 - 2026

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

Sophia University

Tokyo, Japan

B.S. in Physics

2012 - 2016

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

Projects & Research Experience

Pennsylvania State University

Pennsylvania, USA

Student User Experience Researcher

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

Kaiserslautern, Germany

DAO Governance Research Intern

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)

Design Tools

Figma, Miro, Canva, Affinity

Programming

SQL, Python, R

Languages

English (fluent), Japanese (native)

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

Work Experience

Meta Platforms, Inc.

Marketing Science Partner

Tokyo, Japan

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.

Data Scientist

Tokyo, Japan

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.

National Institute of Advanced Industrial Science and Technology (AIST)

Research Assistant

Tokyo, Japan

Jan. 2016 - Mar. 2018

- Conducted research on computational modeling of human behavior using probabilistic graphical models built from sensor data, system interaction logs, and survey responses.
- Applied statistical modeling and data analysis to uncover behavioral patterns and support prediction of human actions and outcomes.

Selected Publications

Fairness in Token Delegation: Mitigating Voting Power Concentration in DAOs

Johnnatan Messias and Ayae Ide

Preprint, Online

Oct. 2025

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

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

Amsterdam, The Netherlands

June. 2025

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

Ayae Ide and Tanusree Sharma

Preprint, Online

Feb. 2025

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

Ayae Ide, Yoichi Motomura, and Takao Terano

Stanford, USA

Mar. 2018