

Ayae Ide

Pennsylvania, USA

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Work Experience

Meta Platforms, Inc.

Tokyo, Japan

MARKETING SCIENCE PARTNER

Feb. 2020 - Dec. 2022

- Engaged in ad measurements of advertisers in the Entertainment vertical (Online Comics / News Media / Streaming / Dating) through consultation on business hypothesis, measurement design, statistical analysis, and insights interpretation.
- Conducted in-depth ad effectiveness studies to understand the impact of different marketing strategies across platforms and media.
- Led the GTM strategy of multiple measurement solutions as an APAC POC.
- Contributed an open-source project of automated marketing mix modeling.

LINE Corp.

Tokyo, Japan

DATA SCIENTIST

Aug. 2018 - Feb. 2020

- Responsible for lead analytics and data visualization for LINE manga (global MAU is approximately over 60 million as 2020, the most popular digital manga platforms in the world).
- Launched in-app marketing features by designing user experiences based on insights from predictive modeling and engagement metrics, in broader collaboration with planning, marketing, and engineering teams.
- Engaged in a recommendation system project with designing user metrics and building automated data pipelines and online evaluation systems through A/B testing.
- Developed tailored dashboards from client logs to monitor user behaviors and retrieve product needs.

Education

Pennsylvania State University

Pennsylvania, USA

M.Sc. IN INFORMATICS

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

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, Information Architecture, Usability Testing, Accessibility (WCAG)

Programming

SQL, Python, R

Tools

Figma, Miro, Framer, Webflow, GitHub, Maze, CloudResearch, Prolific

Languages

English (fluent), Japanese (native)

Selected Publications

Signals of Provenance: Practices & Challenges of Navigating Indicators in AI-Generated Media for Sighted and Blind Individuals

Salt Lake City, USA

AYAE IDE, TORY PARK, JARON MINK, AND TANUSREE SHARMA

Oct. 2026

Fairness in Token Delegation: Mitigating Voting Power Concentration in DAOs

JOHNNATAN MESSIAS AND AYAE IDE

Preprint, Online

Oct. 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

AYAE IDE, YOICHI MOTOMURA, AND TAKAO TERANO

Stanford, USA

Mar. 2018

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 about digital identity and personhood verification.
- Examined user flows in identity verification apps and developed prototypes incorporating qualitative research insights.
- Investigated how blind and low-vision users interpret AI-generated labels on social media through qualitative research.

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.

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