

**MICHIKO LYNN POWERS**  
Palo Alto, CA 94303  
Lynn@Powers.to 650.331.9318

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WORK EXPERIENCE:

**GAZILLION ENTERTAINMENT**, San Mateo, CA February 2008 - Current

*Product Manager, SmartyCard.com*

- SmartyCard is a venture backed, first-of-kind web service for online learning focused on the K-12 market enabling direct-to-consumer supplemental learning for students.
- Collaboratively work with project manager, designers, developers, and content team to ensure the functionality, content, design, and overall layout of the product is user-friendly and meets consumer requirements.
- Define quantifiable business justification for SmartyCard's new features and enhancements.
- Determine requirements and create detailed documentation for the functional aspects of product design using prototyping software such as Axure RP, InDesign and CS4.
- Conceptualize user-centered screen layouts, toolbars, menus, and other graphical elements.
- Translate high-level concepts into product specifications that meet user needs.
- Conduct user research and usability testing and translate customer requirements into concrete solutions.
- Communicate and guide writers, graphic designers, web developers and engineers.
- Create and present product requirements documents and information architecture.

**POWERFUL CONCEPTS**, Santa Monica, CA 2005-2007

*Principle, Boutique Production & Creative Services Company*

- New product development, localization project management and budgeting for major Japanese animation product releases.
- Animation market research and analysis for US, Japan and European markets.

**GENEON ENTERTAINMENT (DENTSU)**, Los Angeles, CA 2002-2005

*Localization Manager/Producer*

- Managed localization process, quality check, packaging design and all vendor relationships.
- Produced leading Japanese animation titles including Pokemon, Beyblade, Onmyoji & Star Ocean Ex.
- Produced more than 50 Animation soundtracks.
- Responsible for talent management, sales forecasting & budgeting.

**ONNA.COM**, San Francisco, CA 1999-2000

*Intern*

- Competitive market analysis for one of the first social networks targeting Japanese women
- Customer service, content editing, user testing and translations.

OTHER:

- **GOOGLE**, Adwords contract "Quality Rater"
- **SUMITOMO BANK-CREDIT CARD SERVICE**, Customer Service Representative, Japan
- **FREE CAR MEDIA**, Marketing and Management Internship, Santa Monica, CA

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EDUCATION:

**STANFORD UNIVERSITY**, Stanford, CA (Fellowship Recipient) Class of 2008  
*Master's Degree in Education, Learning, Design and Technology (LDT) Program, GPA 3.7*

- Focus Areas: User-centered design, human-computer interaction, qualitative research, developmental psychology, eLearning and social network
- Workshop organizer, "Social Network and Education" at the Stanford K12 Conference.

**AMHERST COLLEGE**, Amherst, MA (Full Scholarship: Uchimura Kanzo Scholar) 2000-2002  
*Bachelor of Arts in Political Science, GPA 3.41*

- Japanese Teaching Assistant, Member of ACTV, Amherst Community Television

**KANSAI GAIDAI UNIVERSITY**, Osaka, Japan 1993-1998  
*Bachelor of Arts in English and Associate Degree in English and American Studies, GPA 3.8*

- Award for overall outstanding excellent scholastic achievement
- Captain of the cheerleading squad (1995-1996). National Cheerleading Champion (1995)

**VÄXJÖ UNIVERSITY**, Växjö, Sweden 1996-1997  
*Exchange: Swedish language and Scandinavian literature, history, culture and welfare system*

- Translator for Kosta Boda, Orrefors (Swedish furniture manufactures), and NHK research group
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SKILLS:

- Fluent in Japanese and English. Proficient in Swedish
- Proficient in Mac & PC.
- Word, Excel, Access, PowerPoint, Photoshop, Illustrator, InDesign, Axure RP, and iMovie.