

Edson Chilundo

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PROFESSIONAL EXPERIENCE

Business English Instructor

GABA

October 2019-Present, Tokyo,

Japan

- Performed over 500 communicative English lessons for low beginner students to high intermediate
- Strategized with working adults to find flexible solutions to further their education using cooperative learning, thematic instruction and differentiation
- Assessed and monitored the progress of student learning in order to plan instruction and provide remediation as needed
- Consistently received satisfaction of 95% or better from clients
- Acted as a sales and client acquisition liaison through “first meeting” and “first lesson” initiatives

Lecturer

ISCAM

February 2019-July 2019, Maputo,

Mozambique

- Lectured on study and research methods to first year undergraduate students
- Managed classes ranging from 30-40 students
- Designed quizzes, tests, and projects to assess student knowledge
- Collaborated with faculty to assess and improve student performance and course content for annual review
- Served as class representative for administrative and pedagogic issues

ABE Fellowship

JICA

August 2016-September 2018, Kyoto,

Japan

The ABE Fellowship is a competitive grant awarded to master’s students from the African continent. The grant consisted of direct research costs and living expenses for a duration of two years. Under the supervision of Professor Yong Yin (Operations), I worked on a thesis looking at work experience using the triangulation of literature review, qualitative and quantitative research; plus, two case studies based on the Toyota Production Method. The first focused on Design Modularity, and the second on the Evolutions of Production Systems from Industry 2.0 through 4.0 via Mass, Lean, Job Shop, Cell, Flexible, *Seru*, and IoT-based Manufacturing.

With Professor Keith Jackson (Business Research Methods), I published an article in the Asia Pacific Business Review: “Measuring and interpreting subjective well-being in different cultural contexts.”

Additionally, I had the following business experiences:

Knowledge Manager (Remote)

Kakehashi Africa

December 2018-Present, Tokyo, Japan

- Created internal knowledgebase using best practice principles
- Created brand identity and guidelines including an English-Japanese script system; enforced compliance and consistency of content
- Helped establish partnership with JICA / JICE
- Contributed to launch of “Africans” Magazine at TICAD VII and the Japan-Africa Development & Innovation Platform
- Developed and managed the overall document management lifecycle strategy
- Served as key contact for internal data requests
- Authored 10+ documents for member and end-user reference (i.e. slide decks, code of conduct and other policies)
- Project management using Kanban methodology (i.e. Trello)

Market Researcher

Metabirds

February 2017-July 2017, Kyoto, Japan

- Researched trends in education conversational products and technology
- Created a marketing pivot plan based on target audience research; established metrics to gauge success
- Presented recommendations for potential avenues of growth to management, based on financial models

Product Specialist (Graduate Placement)

BancABC

February 2014-February 2016, Maputo, Mozambique

- Acted as product owner and subject matter expert of retail banking products and services while adhering to the Central Bank of Mozambique's requirements
- Attended resource fairs, events, and expos on behalf of the organization
- Built relationships with internal and external partners for the development of several banking products and services
- Developed business cases (BRDs) to justify new products and services for presentation to senior management, supported by data and customer feedback; these were turned into user requirement documents later while adhering to central bank policies (waterfall methodology)
- Evaluated business reports to build action plans to offset negative trends observed through customer interactions and product performance
- Collaborated with marketing, project management, partnership, IT, and operations departments to launch USSD and app-based mobile banking for both iOS and Android platforms. Specifically, technical functionality, user flows to collect and validate input, and end-user support and training
- Improved operational efficiency by 20% via revision of in-house product identification, specifications and documentation
- Optimized product and service pricing strategy every fiscal quarter, based on competitive analysis and business requirements
- Originated a monthly newsletter for employees in order to improve product knowledge
- Presented and negotiated the need to change branch layouts to better attract and retain secondary target markets

VISUAL & BUSINESS PROJECTS

PlayStation 5 – Generations

January 2020

- Worked on the storyboard, production and editing of fan-made video
(<https://youtube.com/watch?v=hL3GggMSc1U>)

Branding Guidelines for Kakehashi Africa

November 2019

- Created guidelines for the entire organization including but not limited to logo, colors, typography, and other visual aspects
(<https://iamedson.com/ka-branding>)

Towards a Framework for UX in Online Games

September 2019

- Created an interactive version of the MBA thesis. First part focuses on qualitative data. Second part is a work in progress
(<https://iamedson.com/ux-framework>)

Apple Music Redesign Proposal

April 2019

- Personal project to redesign Apple Music on desktop, iOS and iPad OS with new features
(<https://iamedson.com/apple-redesign>)

Japan Business Model Competition - Finalist

February 2018

- Led a cross-functional, and multinational team of 5 to create a viable business model and mock-ups using design thinking using lean-start up principles
- Conducted market research in the Japanese market via interviews, surveys and meetings with public institutions
- Defined product features, monetization strategies, and roadmap for a web service and mobile app
- Modeled financial projections

Kyoto, Life in a Poem

November 2017

- Worked on the storyboard, production and narration of the short movie (<https://vimeo.com/245706748>)
- Shortlisted – Cannes Corporate Media & TV Awards 2019 – Category E42: Student Films
- 2nd Place – Japan World's Tourism Film Festival 2019: Cultural Tourism
- 2nd Place – Japan World's Tourism Film Festival 2019: City Promotion
- Grand Prize Winner – Kyoto Student Short Film Competition 2017

Fordham Business Challenge 2013 – Finalist

February 2013

- Participated in the scholarship competition independently

EDUCATION

Master of Business Administration (MBA) – Focus on Marketing and Operations Management

Doshisha University • Kyoto, Japan • September 2018 • 4.0/4.5 GPA

Thesis Title – Towards Improved User Experience in Online Games: A Mixed Methods Approach

JICA - ABE Initiative Scholarship Recipient (2016-2018)

Graduate Leadership Development Programme

University of Stellenbosch • Johannesburg, South Africa • July 2015

Dissertation Title – An Investigation into Savings Accounts to Provide and Test Recommendations at BancABC Mozambique - Julius Nyerere Branch

Bachelor of Commerce in Accounting & Finance

Minor in Finance • University of Saint Thomas - Mozambique • Maputo, Mozambique • November 2013 • 3.5/4.0 GPA

Monograph Title – The Relationship Between the Central Bank and Commercial Banks of Mozambique

SKILLS, COMPETENCIES, LANGUAGES & INTERESTS

Skills: Adobe Lightroom, Apple Keynote, Atlas.Ti, CSS, Final Cut Pro, Markdown, Microsoft Office (Word, Excel, PowerPoint, Outlook & Visio), HTML, Sketch, SPSS, SQL

Competencies: Brand Identity Design, Experience Design, Financial Analysis & Modelling, Market Research (Exploratory, Descriptive & Predictive), Price Segmentation, Product Development, Product Segmentation, Product Management, Product Segmentation, Project Management, Public Speaking, Risk Management, Statistical Data Analysis, Strategic Planning, Visual Design

Languages: English – Native. Portuguese – Fluent. Japanese – Conversational.

Interests: Aikido, Cooking, Gaming, Music Curation, Photography, Reading, Traveling