

Selected work, 2020 to 2026

# Marsel Bait.

Product designer in Tokyo. Working across bilingual recruitment, multi-domain Japanese client work, and AI-native tooling. Building for the era when the user isn't always human.

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## 01 About

# Product design, brand systems, and AI-native tooling.

I led the 2023 Enjin revamp solo across three verticals: Career, Forum, Community. Twenty user interviews. A shared component library. End-to-end ownership from IA to shipped UI.

The current role spans bilingual web, brand identity, print, and campaign content. Closer to a creative director's scope than a typical product role, executed solo, sketch to ship.

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**Currently**

Customer-facing design (solo),  
Miraidukuri Company  
Tokyo · since 2024

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**Previously**

Product Designer, Enjin Inc.  
Tokyo · 2020 to 2024

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**Education**

M.A. Media Design, Keio University  
B.A. Visual Communication, UP Diliman

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**Certifications**

Google UX Design · Claude Code in Action · AI Fluency Agent Skills · Generative AI

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**Languages**

English · Native  
Filipino · Bahasa · Japanese conversational

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**Tools**

Figma · Photoshop · Illustrator · Adobe XD · After Effects · Claude Code

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01 About · At a glance

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<b>7+</b> Years designing	<b>20+</b> User interviews / project	<b>10</b> Shipped solo projects	<b>4</b> Languages spoken
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## What I do.

### End-to-end product

From research and IA through to shipped, responsive product across desktop, mobile, and the seams between them.

### Brand systems

Identity that holds up across product, print, and motion. Sub-brands that speak for themselves inside a coherent system.

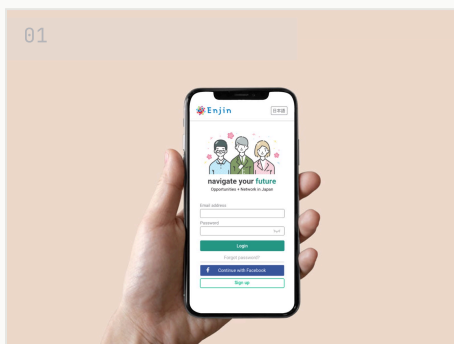
### AI-native tools

Designing for agents and LLMs. Tool schemas, prompt surfaces, and the interfaces that wrap them.

02 Selected work

# Featured cases.

Bilingual product design, brand and visual systems, AI-native developer tools. End-to-end ownership across product, brand, and code.



01 · 2020 to 2024

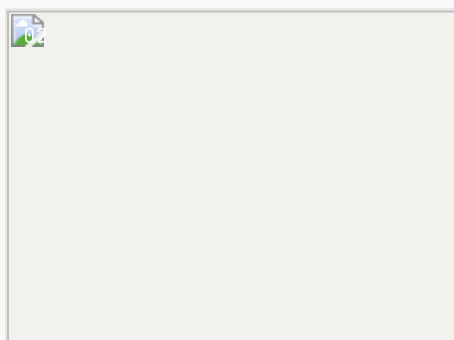
## Enjin.world

Bilingual recruitment platform. Three sub-brands, one system. Sole designer on the 2023 revamp after four years on the product.

UI/UX

Branding

Graphic



02 · 2024 to present

## Miraidukuri

Tokyo social enterprise spanning tourism, regional revitalization, health, and circular economy. Leading customer-facing design solo.

Web

Brand

Print

## 02 Personal projects

# Zero-to-one work.

Designing for what I think the future is: AI agents as the user. The Seer is the exception, a bilingual astrology PWA I've wanted to build for years.

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## Rippr

2026

YouTube transcript extractor for AI agents. MCP server and Chrome extension. No API keys, three output formats.

[npm](#) · [Chrome Web Store](#) · [GitHub](#)

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## Japan UX MCP

2026

Japanese web UX conventions as callable tools. Forms, typography, keigo, seasonal context. Ten tools, ten prompts, nine resources.

[npm](#) · [GitHub](#)

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## PayPay MCP

2026

MCP server for PayPay, Japan's largest QR wallet. Built on the Open Payment API. Sandbox-first, with refund and cancel gated behind explicit config flags.

[npm](#) · [GitHub](#)

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## The Seer

2026

A bilingual astrology PWA. Swiss Ephemeris precision, oracle tone, four profile types. In development.

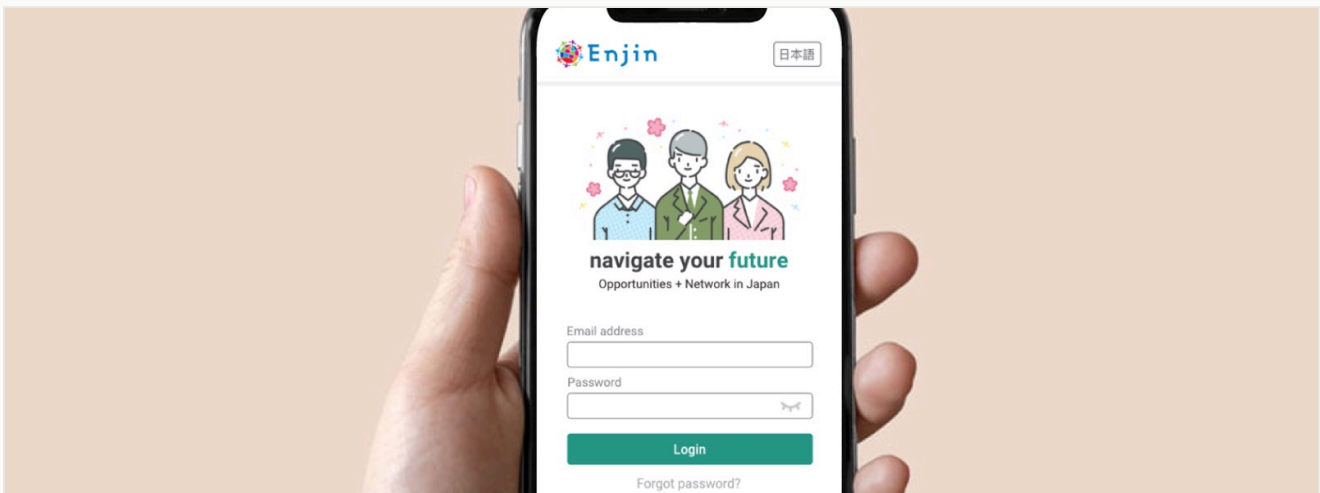
[theseer.xyz](#)

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Case study 01 of 03

# Enjin.world

Redesigning a bilingual recruitment platform from the ground up. Four years. Sole designer. Three sub-brands, one system.



Role  
UI/UX, Branding,  
Graphic

Company  
Enjin Inc., Tokyo

Duration  
2020 – 2024

Platform  
Web · Desktop &  
Mobile

**Marsel Bait** Product designer in Tokyo. Bilingual product, brand systems, AI-native tooling.

marselbait.me  
marsellbait@gmail.com

## 01 The challenge

# Confusing IA. Dated UI. A broken mobile experience.

Users (both job seekers and recruiters) were dropping off because the platform didn't feel professional enough to commit their career data to.

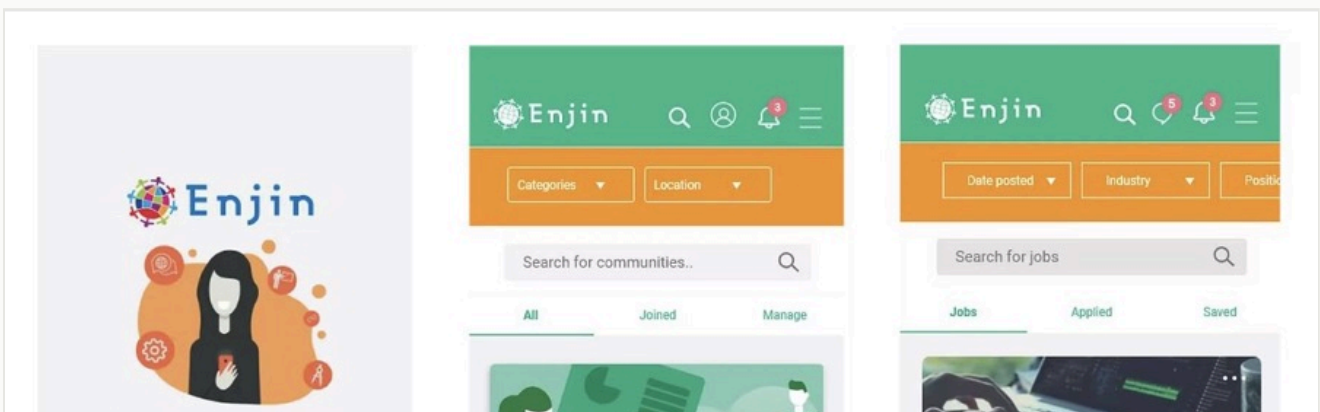


Fig. 01. The original platform: cluttered navigation, inconsistent visual language, no clear distinction between three different services.

## What research surfaced.

01

### Unfamiliar IA

Too different from what users knew from LinkedIn or Facebook.

02

### Cluttered UI

"Confused" was a recurring word in interviews.

03

### Service boundaries

No distinction between Career, Forum, Community.

## 02 Decisions

# Three sub-brands. One system. Service- first, upfront.

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## 01 Three distinct sub-brands under one visual system

Career (a staircase: stepping up), Forum (infinity meets speech bubbles), and Community (a speech bubble completing a cube). Each got its own mark and personality, sharing a common design language underneath.

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## 02 Teal + off-black for professional trust

The original orange-and-green scheme was too playful for a platform where people are making career decisions. Teal and off-black convey approachability without sacrificing professionalism, and reduce visual noise on dense listing pages.

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## 03 From tabs to distinct landing pages

Each service got its own entry point. UX echoed patterns from LinkedIn and Facebook so the learning curve dropped to near zero. UI: minimize distracting color, add whitespace, let users breathe.

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## 03 System

# Color & type.

## PALETTE



#2FA090

Teal ·  
accents

#525453

Off-black ·  
logo

#5A5B5B

Body text

## TYPE

## Roboto. English primary

Simple, professional, high readability across dense job listing pages. Pairs naturally with the teal brand palette without competing for attention.

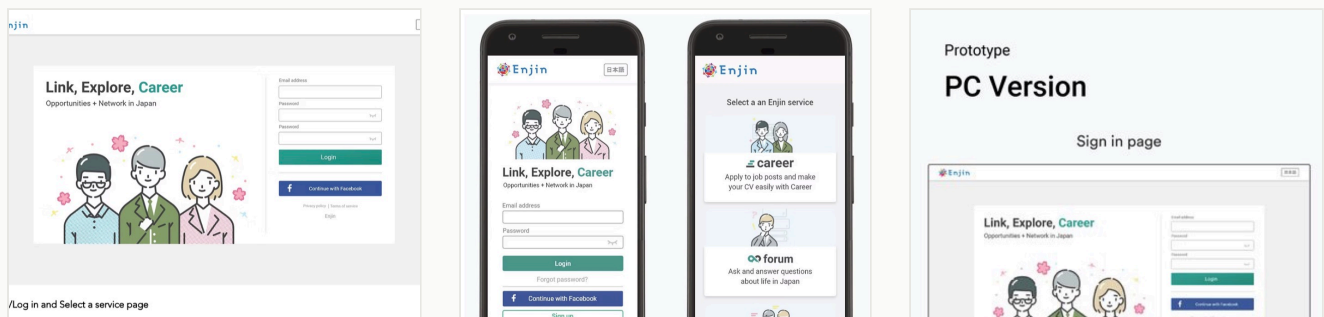
## Noto Sans JP. 日 本語

CJK fallback. Consistent stroke weight with Roboto so bilingual layouts feel like one cohesive system.

Fig. 02. Three distinct identities, one shared grid and motion language.

04 Outcome

# One system across desktop, mobile, and print.



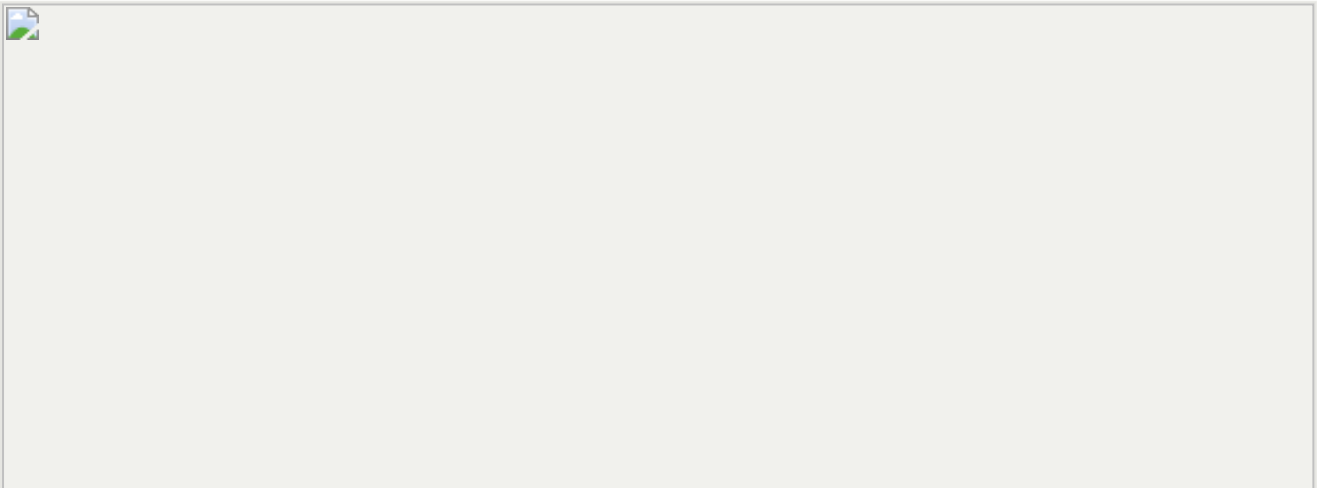
<p><b>3</b></p> <p>Services unified</p>	<p><b>20+</b></p> <p>Interviews synthesized</p>	<p><b>4 yrs</b></p> <p>Sole designer</p>	<p><b>1</b></p> <p>Component library</p>
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Note: Enjin ceased operations in 2024. The work shown represents my contributions during my four-year tenure as the sole product designer.

Case study 02 of 03

# Miraidukuri

Leading design for a Tokyo cultural-tourism company. Web, print, illustration, video, and brand with no design system to lean on, largely self-directed.



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Role  
Designer

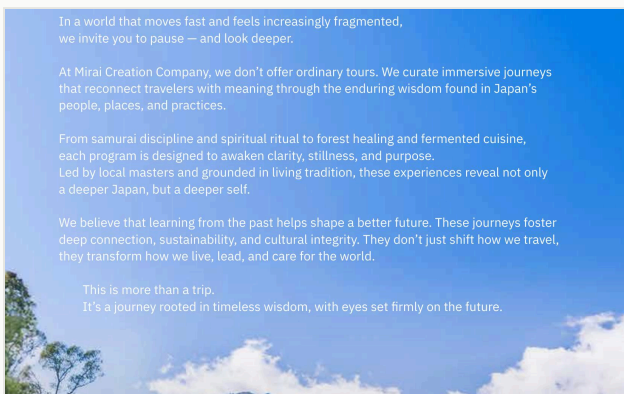
Company  
Miraidukuri Co.,  
Tokyo

Period  
2024 – Present

Scope  
Web · Print · Video

## 01 The work

# Four surfaces, one voice.



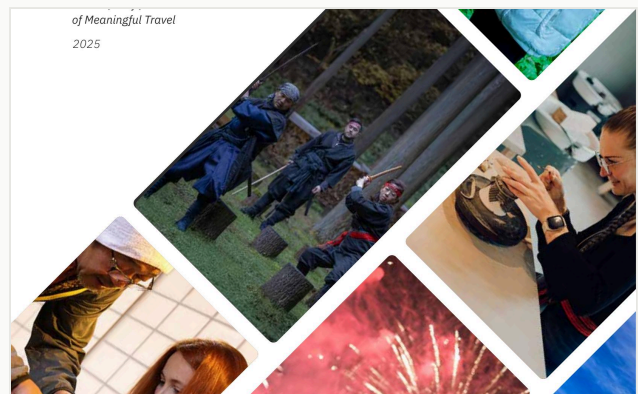
## Website

Bilingual tour site for international travelers. Full UI, handed to a developer. Editorial warmth with clear conversion paths.



## Mirai-kun & vlog

A shiba-inu character across social, events, and the YouTube channel, where I also edit the vlogs.



## Partner brochure

18-page sales tool for tour operators, agents, and cultural institutions.



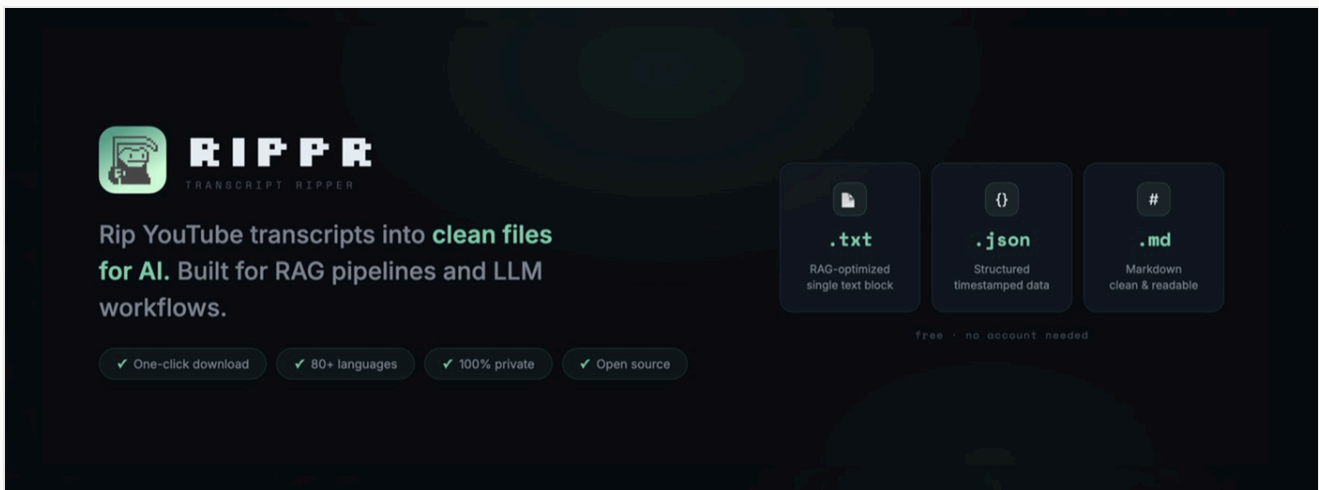
## Japan Tea Action

Full visual identity for the 2025 campaign: illustrations, posters, key visuals, and campaign site page.

Case study 03 of 03

# Rippr.

YouTube transcripts, one tool call away. An MCP server and a Chrome extension that pull clean transcripts. No API keys, no rate limits.



Type  
Personal project

Stack  
Claude Code · MV3 ·  
MCP

Formats  
RAG · Bookshelf ·  
Live

Status  
Live · CWS & npm

## 01 Decisions

# Three choices that decided what Rippr is.

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## 01 MCP server, not an app

Rippr runs as an MCP (Model Context Protocol) server. Any AI agent can call it: Claude, Cursor, whatever. No API keys. The surface isn't pixels; it's tool names, argument shapes, and the shape of what comes back.

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## 02 Three output formats

RAG-ready gives you continuous text for chunking and indexing. Bookshelf is structured per-video with timestamped sections. Live is a JSON stream you can pipe into another tool.

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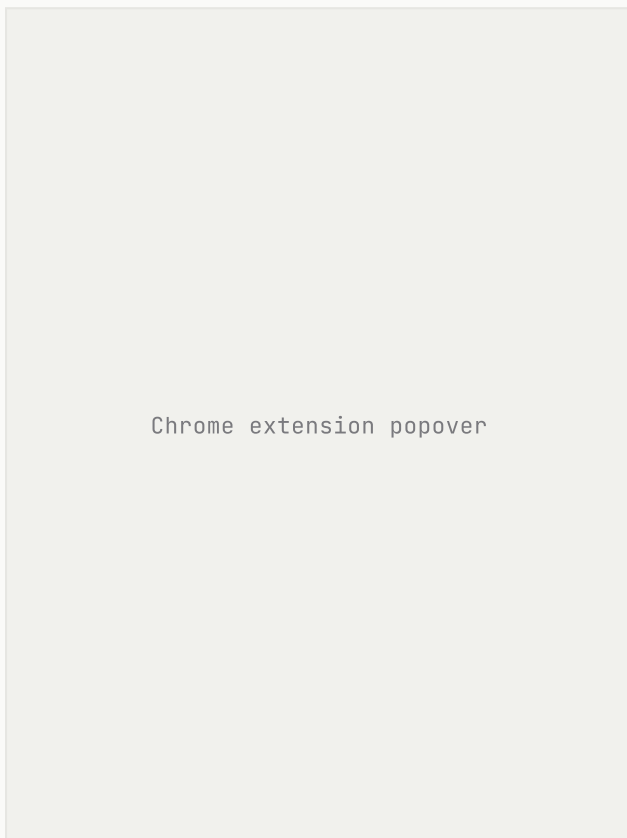
## 03 Everything stays local

The extension doesn't send data anywhere. Transcripts extract and download in the browser. No accounts, no tracking, no analytics.

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02 Interface

# Extension & agent surface.



Chrome extension popover

Fig. 01. One-click transcript extraction, format picker, download.



Agent tool call: Claude

Fig. 02. The "UI" an agent sees: tool name, argument schema, response.

## 04 Case study

# Japan UX MCP.

Japanese web UX conventions as callable tools. Forms, typography, keigo, seasonal context. Ten tools, ten prompts, nine resources.

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Type	Personal project, 2026
Stack	TypeScript, MCP SDK, npm
Role	Concept, design, build
Distribution	npm · japan-ux-mcp

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## Why it matters

Most AI agents default to Western UX patterns when generating Japanese interfaces. Forms ask for given-name first. Postal codes lose their hyphen. Keigo register breaks halfway through a flow. This server gives an agent the conventions it needs to be plausibly Japanese.

## Design work

The surface is the tool schema, not pixels. Tools like `generate_jp_form`, `check_jp_typography`, `suggest_keigo_level`. Argument shapes tight. Errors predictable. Docs written for someone who will read them once.

## 05 Case study

# PayPay MCP.

An MCP server for PayPay, Japan's largest QR wallet. Built on the Open Payment API. Sandbox-first, with refund and cancel gated behind explicit config flags.

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Type	Personal project, 2026
Stack	TypeScript, MCP SDK, PayPay OPA
Role	Concept, design, build
Distribution	npm · paypay-mcp

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## Why it matters

PayPay is the dominant QR wallet in Japan. Agents that operate Japanese commerce eventually need to talk to it. The official Open Payment API is well documented but verbose. This server gives an agent a clean, intent-shaped surface over it.

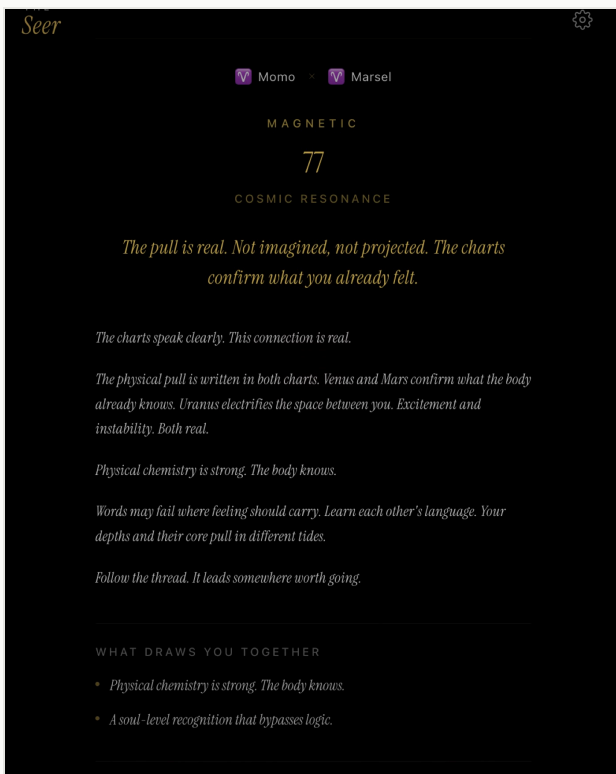
## Safety posture

Sandbox is the default. Production requires a flag flip. Destructive operations, refunds and cancels, sit behind a second flag, so an agent can't cancel a transaction it didn't mean to. Designing the surface includes designing what the surface refuses to do.

## 06 Case study

# The Seer.

A bilingual astrology PWA. Swiss Ephemeris precision, oracle tone, four profile types. In development.



Type Personal project, 2026

Stack Next.js, Swiss Ephemeris, Claude

Role Concept, design, build

Preview [theseer.xyz](https://theseer.xyz)

Most AI tools sound the same. The Seer is an experiment in giving an agent a distinct persona through prompt design, pacing, and typographic voice, then letting the interface get out of the way.

One column. Quiet palette. The reading takes its time. EN and JA at parity, not as an afterthought.

## 09 Availability

# Open to senior product roles.

Looking for senior product design roles where design has a clear seat at the table. Tokyo, hybrid, or remote with overlap. Engineer visa held in Japan.

## Open to

Full-time

Contract

Tokyo

Remote

Senior product designer, design lead, founding designer. Comfortable as the first or only designer, and equally happy inside a larger team.

## Currently building

More MCP servers. Continuing the iteration of The Seer. Small things, shipped often.

10 Contact

# Let's make something.

Open to senior product design roles.  
Based in Tokyo.

REACH ME

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Web [marselbait.me](https://marselbait.me)

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LinkedIn [/in/marselbait](https://in/marselbait)

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GitHub [@mrs1bt](https://github.com/mrs1bt)

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STUDIO

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Base [Tokyo, Japan](#)

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Working in [EN · JA · FIL · IDN](#)

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Open to [Full-time · Contract · Advisory](#)

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Response [Usually within 24h](#)

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