



Junichi Masuda

**Executive Director &
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Junichi Masuda was born in Yokohama City, Kanagawa Prefecture in 1968. He began his career at GAME FREAK Inc. in 1989. As one of the founding members of GAME FREAK Inc. in 1989, he has since been involved in the development of all video game titles developed by the company, including the *Pokémon* series.

Masuda currently serves as Executive Director & Head of Development at GAME FREAK Inc. Masuda is the director for *Pokémon X* and *Pokémon Y* for the Nintendo 3DS system. Along with his main responsibility as a game director, he also works in a wide range of areas including game design, music composition and scenario writing.