



SACHIKO KUWABATA

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 [HTTP://SACHIKOKUWABATA.COM/IMAGES/PORTFOLIO_PRESENTATION_2017.PDF](http://sachikokuwabata.com/images/portfolio_presentation_2017.pdf)

Hello!

I am an Art Director & UX/Visual Designer living in Seattle.

I have 10 years of experience designing brand identities, digital products in all platforms, interactive experiences, advertising campaigns for a number of clients in different scales, including Microsoft, Amazon, Netflix, TEDxTokyo, Holland America Line, and many others including non-profit organizations. I am comfortable working within corporate cross functional team, start-up, agile or small agency environment.

FOCUS: Product UX Design, Interaction Design, Visual Design, Design Localization, Strategic Vision, Concepts, Identity and Branding.

EXPERIENCE: Visual, User Experience, and Interaction Design on all platform, User Test Conduction, Design Localization between EN/JP, Prototyping, Agile Design Practice, Scrum UX Practice, Wire-framing, Strong Typography, Art Direction, Concept Creation, Logos, Identity, brand development, Print Collateral Design & Production

TECHNICAL SKILL: Sketch, InVision, Axure, Illustrator, Photoshop, InDesign, Fireworks, Acrobat, Bridge, Balsamic, Working Knowledge of HTML, CSS

LINKEDIN

PORTFOLIO

If this sounds like a good fit in your team, I would love to speak with you and talk more about my work, vision, and myself.

I truly appreciate your time and consideration.

Sincerely,


Sachiko Kuwabata



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WORK

Phinney Bischoff / Senior Designer

[2016.07– PRESENT, U.S.A.]

Projects include UX Design (Site map, Wireframes, Interaction Design, High Fidelity Comps, Style guides), Branding, Packaging designs, and all print matter

Freelance Visual/UX Designer

[2012.05– 2016.06, U.S.A.]

Joined various company's teams and projects over the 4 years of period to function as UX/Visual designer.

Projects include: Design UX Workflow, Wire frames, Interaction flow, Visual Design, Style-guide, other marketing materials

Clients includes: Rational Interaction, CDK Global, Magner Sanborn, Eat Creative, Amazon, Rearden Commerce

Microsoft AMP MSN.COM / UX Designer

[2013.08 – 2014.11, U.S.A.]

Helped designing the Food and Drink vertical within MSN.com. Worked closely with my UX lead designer to update the look and feel of the Food and Drink vertical that is harmonious to the global design updates Include mobile and tablet view.

Microsoft Research FUSE Labs / Visual Designer

[2012/05– 2012/12 U.S.A.]

My roll was to design the new visual of product to go on the public release. Worked collaboratively with the UX and interaction designers and developers in the cross functional team to develop structure of the site, wire frames, brainstorm behaviors of UI elements, and execute the visual design. Attended user test and analyze user behaviors, make iterations. Created the style guide.

Microsoft Windows Phone / Visual Designer

[2010/05– 2011/05, U.S.A.]

Based on the METRO principle, I worked on design localization and the creation of special screen designs for the nEast Asia release in Japanese, Simplified and Traditional Chinese and Korean. Setting EA original visual design direction and UX guidelines to consumer experiences. Including designing the Windows Phone 7 standard for Input Method Editors (SIP) for 4 languages by working closely with the Interaction Designers on each language.

Golden Lasso / Designer

[2007/07 – 2010/05, U.S.A.]

Lead designer for print and web for the agency. Attended meetings with the clients, researching, concept creation, UI/UX brain storming, identities, print and web UI design execution, presentation, art directed production team/developers/ photographers, communication with printers, estimates and press checks etc.. Projects include print collateral, identity, branding, marketing materials, ash ads, web UI designs, art direction, photo/video shoot direction.

YOKOHAMA ROYAL PARK HOTEL / Designer

[2004/01 – 2005/06, JAPAN]

Designer. Created hotel's campaign kit, restaurant menus and posters, direct mail, posters and store-front board.





VOLUNTEER

TEDxTokyo / UX DESIGNER

[2012/10 – PRESENT, JAPAN]

Designed TEDxTokyo.com website, create brand guideline for the 2013 event, and art directed the event promotion video.

Taproot Foundation / Designer

[2008/10 – 2012, SEATTLE]

Helped create print collaterals and website for a Seattle local nonprofit organization.

EDUCATION

SEATTLE CENTRAL COMMUNITY COLLEGE

[2005 – 2007, SEATTLE]

Graphic Design and Illustration Program, AAS, Graphic Design

DIGITAL HOLLYWOOD, JAPAN

[2003 – 2004, JAPAN]

Graphic Design Program

KYORITSU UNIVERSITY, JAPAN

[1995 – 1999, JAPAN]

BA, Art and Design

FOCUS

Product UX Design, Interaction Design, Visual Design, Design Localization, Strategic Vision, Concepts, Identity and Branding.

EXPERIENCES

Web & Mobile Visual, Software Product User Experience, and Interaction Design, Design Localization between EN/JP, Prototyping, Agile Design Practice, Scrum UX Practice, Wire-framing, Redlines. Strong Typography, Art Direction, Concept Creation, Logos, Identity, brand development, Print Collateral Design & Production

TECHNICAL SKILLS

Adobe Creative Suite: Photoshop, InDesign, Illustrator, Fireworks, Acrobat, Bridge.
Prototyping: Sketch, Axure, InVision, Balsamic, Knowledge of Dreamweaver, Working knowledge of HTML, CSS and Flash

LANGUAGES

Native Japanese, Fluent in English

ALSO I LOVE

Reading about Media art and technology, especially AR/VR
Reading about culture in general and stay in tuned
Reading about philosophy, in hope to be a better person for myself and people around me
Finding out and engage with local culture and communities
Curating a dinner party to create experiences for your vision, sense of smell, taste and sound
Writing out recipes of my speciality dishes, planning to publish a small run hardcover book
Making batches of my special sauce. My goal is to start marketing and distribute in Seattle
Meeting new like-minded people and exchange ideas
Playing the piano, especially after a couple glasses of wine
Hiking and enjoying NW nature

THANK YOU!