



SACHIKO KUWABATA



1029 Summit Ave. E. #11, SEATTLE, WA 98102



SACHIKO.KUWABATA@GMAIL.COM



206.661.0224



[SACHIKOKUWABATA.COM/IMAGES/PORTFOLIO_PRESENTATION_WEB.PDF](https://sachikokuwabata.com/images/portfolio_presentation_web.pdf)

Hello!

I am a Japanese Art Director & Designer currently living in Seattle. She has 10 years of experience designing brand identities, digital products, interactive experiences, digital advertising campaigns for a number of clients including Microsoft Windows Phone, MSN.com, Socl.com (Microsoft Research Lab), Netflix, Holland America Line, and TEDxTokyo.

I specialize in User Experience Design, Visual Design, Design Localization, Identity and Branding.

EXPERIENCE: Web & Mobile Visual and Experience Design, Visual 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 SKILL: Sketch, InVision, Axure, Illustrator, Photoshop, InDesign, Fireworks, Acrobat, Bridge, Balsamic, Working Knowledge of HTML, CSS

LINKEDIN

PORTFOLIO

If this could feel like a good fit in your team, I would love to speak with you and talk more about my work, and vision, and personal stories etc.

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 (Sitemap, Wireframes, Interaction Design, High Fidelity Comps, Styleguides), Branding, Packaging designs, and all print matter

Freelance Designer

[2012.05– 2016.06, U.S.A.]

Joined various company's team to function as UX/Visual designer.

Projects include: Design UX Workflow, Wireframes, Interaction flow, Visual Design, Styleguide, other marketing materials

Clients includes: Rational Interaction, CDK Global, Magner Sanborn, Eat Creative, 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, wireframes, 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.]

Worked on design localization and the creation of special screen designs for the new Windows Mobile 7 projects for East Asia release in Japanese, Simplified and Traditional Chinese and Korean. Setting EA original visual design direction and UX guidelines to consumer experiences. Including designing EA original UI screens and creating the Windows Phone 7 standard for Input Method Editors (SIP) for 4 languages.

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 – 2013, JAPAN]

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

Taproot Foundation / Designer

[2008 – 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

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 LIKE

Hosting a dinner party to create experiences for your vision, sense of smell, taste and sound.

Working on my own small projects, such as making a recipe card/book.

Learning from friends, especially something of their professions.

Reading about Media art and technology.

Reading about culture and stay in tuned.

Reading about philosophy.

Finding out local culture and communities.

Playing the piano.

Hiking and enjoy NW nature.

THANK YOU!