ASAKI OKAMURA

W / M

PROFILE

- Art Director with 5+ years of experience in the management of the complete design process, from concept to delivery.
- Highly proficient with Adobe Creative Suite (Ps/Xd/Ai/Ae/Pr).
- Grows brands through effective design solutions which resonate across borders.

EXPERIENCE

Nadia Inc., Tokyo, Japan - Art Director - 2018~present

- Spearheaded UI/UX and front-end web project development for local and global clients in a wide range of industries (e.g. travel, entertainment, food and beverage).
- Led the design direction of in-house projects, ensuring quality and consistency via implementation of guidelines.
- Liaised conferences and served as translator and main POC for all communication with overseas clients.

Vida Shoes International, New York City, United States - Graphic Design Specialist - 2017~2018

- Created social media content, email templates, and video for the Stride Rite nationwide pop-up tour.
- Oversaw the production of promotional material, both digital and print, commemorating the launch of new collections.
- Implemented branding and content strategies in collaboration with Marketing, boosting Stride Rite social media presence and CVR.

Ippudo Gallery, New York City, United States - Graphic Designer - 2017

- Produced promotional content for private events and exhibitions.
- Managed online gallery archives and inventory.
- Translated and transcribed Japanese-English interviews for online blogs and video subtitles.

EDUCATION

Parsons School for Design — BFA with Honors, 2017

- Scholarship award and Dean’s List recognition.

SKILLS

- Able to work flexibly within tight budget and time constraints.
- Enjoys making new connections and exchanging ideas.
- Speaks English, Japanese, and Brazilian Portuguese.