



**Kumi Okada**

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## WORK EXPERIENCE

Jul. 2005 – Current

**Pokémon USA Inc.** in-house Design & Production department

- Develop concepts, create design, and prepare all digital files for productions.  
Projects include packages, displays, posters, brochures, web banners, print ads, and marketing materials.

Sep. 2003 – Jun. 2005

**GIRVIN I Strategic Branding & Design**

- Provided branding design and marketing solutions:  
Projects include brandmarks, custom types, movie titles, collateral design, packages, signage, posters, brochures, web site, and environmental design.
- Designed and prepared company's collateral items, marketing books, and presentation materials.
- Translated and edited English & Japanese documents, and assist communication with Japanese clients.

Apr. 1991 – Mar. 2001

1996 – 2001

**RECRUIT Co., Ltd.** (Advertising & Publishing company, Tokyo/Japan)

Creative Design Center (in-house design department)

Project Manager / Director / PR / Graphic & Web Designer

- Produced design related events, exhibitions, and live talk shows, with international designers, art directors, photographers, and artists. (ei. The ADC Annual Exhibitions, JAGDA New Designer Award Exhibitions)
- Managed schedules and budgets, organized projects with sponsors and vendors.
- Assisted artists with design and production for promotional materials such as invitations and posters.
- Edited press-releases and newsletters, maintained public/media relations.
- Designed and maintained gallery's web site, including artists data bases.
- Originated a biweekly e-mail magazine, increased the number of both web site and gallery visitors, and responded to all kinds of e-mail inquiries.
- Designed collateral materials such as letterheads, business cards, calendars, signage, postcards, flyers, annual reports, newsletters, novelty goods, and print ads.
- Maintained company's corporate identity system manuals, and advised in-house designers on collateral design applications.

1993 – 1995

Network Integration Division

Marketing / Account Management & Marketing Design

- Created presentation graphics, sales brochures, case studies, and other marketing materials.
- Redesigned customer instructions, system manuals, and instructional video graphics.
- Demonstrated for clients and end customers, developed and maintained strong client relationships.
- Lead a project team, edited and designed the first annual report of the division.

1991 – 1993

Magazine Advertising Consulting & Creative Division

Administrator / Assistant Account Manager / Assistant Designer

- Prepared presentation documents for sales, account managers, and creative teams.
- Created custom types, graphics, and illustrations for magazine advertisement.
- Estimated magazine ad budgets and managed sales and print schedules.
- Edited daily and monthly newsletters, and reported news for sales & creative team directors.

## SKILLS & KNOWLEDGE

16+ years of experience in advertising, marketing, graphic design, print and web site productions

Programs: Illustrator, Photoshop, InDesign, FreeHand, QuarkXPress, HTML, Flash, Dreamweaver, ImageReady, Acrobat, MS Word, Excel, PowerPoint, Access, FileMaker Pro, FTP programs, basic JavaScript & CGI, OS: Macintosh, Windows (including DOS/V, UNIX)

## EDUCATION

Oct. 2001 – Sep. 2003

**The Art Institute of Seattle**

Graphic Design, Associate of Applied Arts Degree

Jun. 1997 – Jul. 1998

**Florida International University**

ESL Intensive Business English Program, Certificate

Apr. 1989 – Mar. 1991

**Aoyama Gakuin W.J. College** (Tokyo/Japan),

Linguistic / English Literature, Associate of Applied Arts Degree

## ACHIEVEMENTS

Dean's Lists and President's Lists at The Art Institute of Seattle  
M.V.E. of month and year at Recruit Co., Ltd.

## LANGUAGES

Japanese (native), English (fluent), French (basic conversation level)

## PROFESSIONAL AFFILIATIONS

AIGA (Seattle Chapter since 2001), JAGDA & Tokyo ADC (Corporate Member 1996–2001)

Portfolio available on-line at [www.geocities.com/planetkdesign](http://www.geocities.com/planetkdesign). References available upon request.