Toshiko Okumura

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Summary

A self-motivated and resourceful graphic/visual designer with an ability to successfully translate desired moods, messages, concepts, and underdeveloped ideas into imagery. Experience of working in and contributing to a creative environment alongside designers, copywriters, content strategists, user experience specialists and interactive developers. Believe in craftsmanship and a strong work ethic as a designer.

Specialties

Creative Direction, Design Strategy, Visual Design, User Interface Design, Photo Direction, Branding and Identity, Product Design.
Proficient in Adobe CC (Photoshop, Illustrator, InDesign, After Effects), Figma, MS Office, PowerPoint, Salesforce, Agile, Jira, Wrike and WorkFront.

Experience

GRAPHIC DESIGNER, RAVENSBURGER NORTH AMERICA, INC., APR 2024 – PRESENT

- Is responsible for designing localized set logos in Japanese and Simplified Chinese forDisney Lorcana TCG.
- Is responsible for preparing localized packaging assets for Disney Lorcana TCG.
- Design and prepare print ready marketing materials for Disney Lorcana TCG.
- Create presentation decks for Disney and TAKARA TOMY approvals.

BRAND SERVICES PARTNER, THE POKÉMON COMPANY INTERNATIONAL, OCT 2021 – AUG 2023

- Was responsible for corporate art asset management, such as creating, uploading and archiving assets in designated servers.
- Provided requested art assets in variety of format to internal and external partners as needed.
- Translated, made a catalog, and maintained English art style guides for consumer products.
- Performed as a liaison for communication between Tokyo headquarter and US office.
- Reviewed design submissions from internal and external partners and gave feedbacks according to corporate art guidelines.

SR. GRAPHIC DESIGNER, ALLYTICS, OCT 2020 – SEP 2021

- Was responsible for creaAng variety of marketing campaign assets for B2B Cloud services, such as Google, Amazon, and Microsoft.
- Execute and manage conceptual and visually compelling design work according to guidelines of each company's brand style guide.
- Developed concept and created storyboards for promotional marketing videos.

SR. GRAPHIC DESIGNER, BIG FISH GAMES, SEP 2017 – SEP 2020

- Was responsible for creating marketing campaign assets for mobile game brands.
- Developed concepts to finished designs with iteraAons and direction/feedback from Art Directors. Execute and manage conceptual and visually compelling design work in line with high standards.
- Managed, presented, and communicated status of multiple projects to key stakeholders to ensure creative was on brand and exceeds expectations.
- Led an initiative working with localization team for multicultural and international markets to improve player experience.

ART DIRECTOR, PLAY WORKS STUDIO, DECEMBER 2015 – AUG 2017

- Was Responsible for creating a consistent brand look and feel across all media.
- Developed and executed creative concepts to meet project goals of lead team.
- Collaborated with teams designing a new brand for an internal application.
- Provided visual design and style guide standards for web sites, mobile content, and marketing collateral.
- Worked with business owners to understand and translate key requirements.
- Provided design direction on all projects, including photo shooting.
- Led production work for all projects as needed.
- Ensured all projects consistently use components and design standards and created new components, as needed, along with detailed specifications.
- Participated in all UX design review checkpoints with management.
- Closely worked with prototyping and development to ensure all standards and styles are met.

WEB PRODUCER, WIZARDS OF THE COAST, FEB 2012 - NOV 2015

- Managed internal and external resources including partners, vendors and licensee relationships in order to publish web initiatives for one of the Wizards of the Coast core brands, while effectively delivering releases on Ame and on budget.
- Helped set the direction for development of assigned brands and created plans for brand's online activities.
- Worked with applicable key contacts in Brand, Design, Development and Marketing to ensure the web objectives, strategies and tactics were carried out in accordance with the brand and marketing plans.
- Managed one or more projects on a daily basis.
- Coordinated and managed special projects (e.g., demos, tutorials, etc.) as assigned.
- Worked with and advised the cross-functional team responsible for scripting and delivering the optimal user experience.

SR. VISUAL DESIGNER, WIZARDS OF THE COAST, JUL 1999 - JAN 2012

- Was responsible for designing web-based brand image for external and internal communication.
- Designed prototypes, visual interfaces and interaction of web-based applications
- Designed and evaluated visual human interfaces utilizing user-centered design principles.
- Assisted the product development team in the development and implementation of content on websites.
- Worked with UX/UI designer and IT team to implement user-centered interface design.
- Presented design concepts to in-house clients and described each strategic direction.

ART DIRECTOR, HOTLINE CO, LTD. (TOKYO, JAPAN), 1988 - 1996

- Coordinated meetings for discussing marketing and promotional objectives, requirements and budget with clients.
- Designed prototypes, advertisements, flyers, posters, brochures, product catalogues, scompany profiles, and packaging.
- Provided design specifications to vendors for printing of variety of media.
- Ensured smooth running of projects and resolved any issues arising in the process.
- Documented project details and presented to the project manager.
- Provided training to junior designers.

Education

Art Institute of Seable, Multimedia, 1997 - 1999
University of North Texas, Advertising Design, 1982 -1984

Languages

ENGLISH - Professional work proficiency
JAPANESE - Native proficiency