



## SACHIKO KUWABATA

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## WORK

### UI DESIGNER at Rearden Commerce [2012/01– Present U.S.A.]

Designing UI design/UX flow for a new e-commerce service site. Currently in process of developing brand strategy and UI elements/designs for the site, advertising and other marketing materials with cross functional teams.

### UI DESIGNER at Microsoft [2010/05– 2011/05, U.S.A.]

Executing design 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 defining/applying 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.

### DESIGNER at GOLDEN LASSO [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, 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, flash ads, web UI/UX designs, and video production.

### FREELANCE GRAPHIC DESIGNER [2004 – PRESENT, JAPAN & U.S.A.]

Art-direction/Design for various projects include branding and logos, collateral, strategy, web UI/UX design, and illustrations. Strong skill in Art-direction, concept creation, excellent typographic skill, create visually attractive and functional UI/UX design, and project management.

### VOLUNTEER DESIGNER at Taproot Foundation [2008/10 – PRESENT, U.S.A.]

Create designs for Pro Bono legal service provider to help Seattle local nonprofit organizations increase its impact. Work closely with a team members include creative director, account manager, marketing manager, copywriter, developer.

### DESIGN INTERN at RED ARMY CREATIVE [2006/07 – 2006/10, U.S.A.]

Assistant Designer at a small agency. Created a few identities with stationery systems, advertising pieces, brochure, as well as assisting senior designer for photo retouch, page layout, illustrations.

### DESIGNER at YOKOHAMA ROYAL PARK HOTEL [2004/01 – 2005/06, JAPAN]

Designed campaign kit, menu design for 6 restaurants in the hotel, direct mail, posters and store front board.

## EDUCATION

SEATTLE CENTRAL COMMUNITY COLLEGE [2005 – 2007] Graphic Design and Illustration Program, AAS, Graphic Design

DIGITAL HOLLYWOOD, JAPAN [2003 – 2004] Graphic Design Program

KYORITSU UNIVERSITY, JAPAN [1995 – 1999] BA, Art and Design

## AWARD

### HERMES CREATIVE AWARDS 2010, GOLD PRIZE

Project: Elder and Adult Day Services, Logo, Art Direction and Design

### SUMMIT INTERNATIONAL AWARD 2010, BRONZE PRIZE

Project: Elder and Adult Day Services, Fund raising Video, Art Direction

### SUMMIT INTERNATIONAL AWARD 2009, GOLD PRIZE

Project: National Institute of Reproductive Health, Urban Initiative Trapper Keeper, Art Direction and Design

### SUMMIT INTERNATIONAL AWARD 2009, SILVER PRIZE

Project: Green Point Solar, Identity, Art Direction and Design

### HERMES CREATIVE AWARDS 2009, GOLD PRIZE

Project: National Institute of Reproductive Health, Urban Initiative Trapper Keeper, Art Direction and Design

### HERMES CREATIVE AWARDS 2008, GOLD PRIZE

Project: Passages Northwest, fund-raising party invitation. Design, Illustration

## TECHNICAL SKILLS

Photoshop, InDesign, Illustrator, Fireworks, Acrobat, Bridge. Balsamic. Knowledge of Dreamweaver, HTML, CSS and Flash  
\*Currently taking classes for HTML and CSS at School of Visual Concept

Web & Mobile UI Design, UX Design, Design Consulting, Logos & Identity development, Print Collateral Design, Print Production  
Native Japanese, Fluent in English

## LINKEDIN

WWW.LINKEDIN.COM/IN/SACHIKOKUWABATA