



MISAKI SUGIMOTO

D I G I T A L D E S I G N E R

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PROFILE

Highly creative and multitalented Senior Graphics, Web and Print Designer with extensive experience in multimedia, content creation, marketing, and print design.

Versatile and proactive, with commendable experience planning and leading operations involving small to medium sized creative environments.

Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Highly skilled in client and vendor relations and negotiations; talented at building and maintaining "win-win" partnerships.

Passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements. Possesses effective communication, refined leadership, and dynamic people management skills with a poise for excellence in different work environments.

EDUCATION

BACHELOR OF ARTS

KANSAI GAIDAI UNIVERSITY

2011 - 2015

Major – Communications
[Visual and Digital Arts]

ASSOCIATE OF ARTS

DIGITAL HOLLYWOOD OSAKA

2016 - 2017

Specialized in Web Design and
Media Productions

SOFTWARE SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe Dreamweaver
- HTML & CSS
- Java Script
- Microsoft Suite

CORE COMPETENCIES

PRINT

- Brochures & Newsletters
- Logos & Business Cards
- Posters & Post Cards
- Stationery

PHOTOGRAPHY

- Black & White Photography
- Lithography
- Retouching
- Photograph Restoration

WEB & MULTIMEDIA

- Website Design
- Making advertising on social media
(Facebook, Twitter, Instagram, TikTok)

CLIENTS

- Panasonic
- Japan National Football Team
- Japanese National Railways

SKILLS HIGHLIGHT

- Self-starter, with refined ability to work with minimum or no supervision.
- Strong team collaboration skills. Work closely with team members to achieve goals.
- Solid, persuasive, and genuine communication, facilitation and relationship building skills.
- Excellent ability to establish and work to priorities while managing multiple work streams.
- Proven leadership abilities and very high attention to detail.

PROFESSIONAL WORK EXPERIENCE

SENIOR DIGITAL CONTENT CREATOR

DIGITALTRUST INC. | 2017 - Present

- Leads the creative designs department for print and digital productions for commercial, non-profit, and government clients for their web and social media.
- Managed team's production portfolios for RFPs and sales lead increasing quarterly earnings by 10% in 2021.
- Designed product roadmaps and marketing opportunities with design and marketing for viral media outreach for product launch and customer retention programs.
- Created corporate logos, and digital arts for client's campaigns, events, and seasonal recognition [National Holidays or Crisis Management] designs for public release.
- Built frameworks for web infrastructure including typography, graphics, content, and image restoration for clients transitioning into new media.
- Works with clients to gather and define requirements, contributing design ideas in early planning stages with customers and project managers.
- Develops creative designs for print materials and various digital elements such as web banners and social media graphics.

GRAPHICS & WEB DESIGNER

- Created broad range of work using various design techniques, employing design fundamentals in the selection of typography, composition, layout and color in design work.
- Designed images, icons, and banners, maintained and updated websites, even retouching over 5,000 photos for an EC site.
- Produced sample sites and received feedback regarding draft sites.

SPORTS REPORTER/CONTENT CREATOR

- Managed online sports content, including columns, blogs, and video pieces.
- Delivered authoritative sports coverage with attention to football game facts, stats and predictions.
- Edited more than 20 pieces per week, carefully checking content wording and facts.
- Conducted in-depth interviews with players and coaches.
- Wrote pieces for online publications and reorganized site content to better position products and services.