






# Yurino Murakami

Brand Designer & Graphic Designer

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## Profile

I'm a branding and graphic designer passionate about visual storytelling, typography, and digital media. Currently pursuing a diploma in New Media Design and Web Development at BCIT, I have hands-on experience in branding projects that merge strategy with creativity. I specialize in creating memorable identities that resonate with diverse audiences. Guided by solid knowledge of design principles, UI/UX, and digital branding strategy, I am on my mission to realize impactful brand experiences, connecting people at both the local and global levels.

## Professional Experience

### Spark Animation Festival, Video & Photographer (Nov 2024) *Volunteer*

- ▶ Captured high-quality event photos and videos for social media and website use.
- ▶ Captured compelling moments to tell people's stories and enhance the festival's online presence.

### Loyal Lounge, International Airport Lounge Staff (Mar 2023 - Aug 2023) *Permanent Full-time*

- ▶ Delivered exceptional service to international travellers at New Chitose Airport.
- ▶ Utilized English communication skills in a professional setting.

### National Ainu Museum, Event Staff (Jul 2021 - Aug 2021) *Seasonal*

- ▶ Assisted in organizing cultural events and gained insights into Ainu culture.

### Suage, Kitchen Food Server (Feb 2020 - Apr 2022) *Permanent Part-time*

- ▶ Designed and hand-drew monthly menu displays, enhancing creative skills.
- ▶ Assisted in customer service at a popular soup curry restaurant in Sapporo.

## Education

### British Columbia Institute of Technology (Jan 2024 - Jul 2025) Diploma New Media Design and Web Development, GPA: 4.0 Focus: Branding, Marketing, and Web Development. Developed hands-on experience in real-world projects.

### VGC International College (May 2022 - Dec 2022) University Pathway Program, IELTS 6.5 Gained strong written and verbal communication skills through in-depth research projects.

## Skills

### Design & Branding

- Visual Identity Design (Logos, Style Guides, Brand Books)
- Typography and Layout Design
- Illustration & Character Design
- Cultural Storytelling in Design

### Software & Technical

- Adobe Illustrator, Photoshop, InDesign, After Effects,
- Figma
- WordPress Customization
- HTML, CSS, JavaScript (React.js)

### Other

- Project Management & Team Collaboration
- Social Media Content Creation
- Digital Asset Organization

### Languages

- Native Japanese
- Business-level English