

Web Director and Developer



David Hodgson

Hello and welcome! I am a Canadian who has been living and working in Japan for over 10 years. My roles in that time have been largely director roles for design and/or web production, starting out working with celebrity figures then moving on to larger projects involving work overseas. My experience spans from small to large businesses such as Fast Retailing (Uniqlo) as well as many collaborations with major fashion brands such as Chanel and Furla. In the past year I have focused more on my growing family and moved to Kagoshima where I am currently a web director. However, it is my hope that I will find an international opportunity where my experience in design and development – as well as Japanese language and culture – will align with the goals of the company.

What I Do

Web Direction

From planning and design to coding and release, I am familiar with all parts of web production having worked all of the roles before. Additionally, I am very familiar with photo / video shoot direction.

Ecommerce

Using a variety of Ecommerce solutions – including custom built solutions – I fully understand how to deliver a product that meets the needs of my clients. As well, I am familiar with server migrations including migration of products.

Marketing

Although not my main role, I have picked up some know-how over the years in regards to marketing both online and offline, mainly utilizing Analytics, Search Console, and Google Ads.

Translation

Having spent 10 years working in Japan I have a great understanding of not only the language (spoken and written) but also of the business culture. Having to deal with Slack and Emails in Japanese on a daily basis, I am confident in my translation abilities.

Design Skills



Coding Skills



Project Management



Other



Education

2010 Northern Alberta Institute of Technology

Digital Media Design

An extensive course that taught many skills including graphic design, videography, CG, game theory, and web design.

2007 MacEwan University

Bachelor of Design

A course focused on design theory as well as art history, visual communication, and user experience design.

Experience

2020 - Current Impact

Lead Web Director

This role included me to entirely manage all aspects of every project. Projects ranged in budget and needs vastly and on average there were 5-10 on a monthly basis. I was also in charge of directing photo and video shoots and editing videos – sometimes even completing photography myself. After joining, I improved organization and communication by implementing project management and communication tools. Furthermore, rate of successful project completion neared 100%.

2019 Fast Retailing (Uniqlo)

Design Director

As a contractor role working on the renewal and unification of all global ecommerce sites, I was mainly responsible for the design of the Canadian site. Other tasks were assisting with CSS workframe when needed. Work was approved at the Fast Retailing headquarters in Tokyo and much of the actual build was assigned to a firm in Canada to complete to spec.

2016 - 2019 Value Innovation

Design Director

Most work pertained to the main company Super Classic in Japan which produced their own original bags and wallets. However, I often worked on projects for subsidiary companies, mainly 3 Japanese restaurants in Malaysia. The majority of my role was web direction and production, but also included photo shoot direction, product design, sales, overseas support and marketing.

2014 - 2016 Nicolai Bergmann

Design Director

Nicolai Bergmann is a renowned flower artist within Japan. As a design director I worked mainly on web and print projects for the main company as well as subsidiaries that included food and beverage, furniture, and jewellery. As well, I would often be in charge of designing collaborative products and floral displays for high-end events for large brands such as Samsung, Kanebo, and Chanel to name a few.

2012 - 2014 Arリスト

Designer

This was my first full-time design position in Japan. It was a position where I worked directly with celebrity pro-wrestler Masahiro Chono after being lucky enough to be handpicked for the position. Here I quickly took on all and any work although mostly related to design. In order of frequency, I mainly was in charge of web, graphic, and fashion design. I would also assist with marketing and sales from time to time. By the end of my 2 years here I had migrated their ecommerce site to an updated server and host with much improved security and usability for the sales team. I had also learned many many valuable skills which aided me in my years to come which I am truly grateful for.