

# Hideo Araki

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## PROFILE

A Creative Director with seven years of experience within the technology industry, specializing in UX thinking, technology innovation, and product marketing. A proven track record of leading large-scale branding initiatives to drive new business and market penetration.

## PROFESSIONAL EXPERIENCE

### Creative Director

Excelsior Tech Consultine, San Francisco, CA | October 2015 - Present

- Manage the delivery UX design and marketing solutions for web pages, mobile applications, and digital campaigns across 10+ client accounts valued at up to \$700K
- Coordinate with creative teams and client marketing departments to identity ideal customer solutions, grow new business, and drive immersive technologies
- Develop a forward-thinking culture of collaboration, inclusion, and creativity across the agency to drive employee engagement and enhance service delivery

### Creative Director

NorCai Marketing Solutions, San Francisco, CA | June 2014 - October 2015

- Oversaw 20+ projects and marketing initiatives for client accounts generating \$1.2M in annual revenue, which included consulting with client stakeholders to discuss business needs and identify ideal brand solutions to create business value
- Grew revenue for client accounts by 50% over two years by providing a new suite of services to enhance brand recognition across print and digital platforms

## EDUCATION

### Bachelor of Science (B.S.) Marketing

University of San Francisco,  
San Francisco, CA  
September 20 - June 2014

## KEY SKILLS

- ◆ UX Thinking
- ◆ Product Marketing
- ◆ Client Relations
- ◆ Stakeholder Management
- ◆ Project Management