

# HANNA SHIBATA

MULTIDISCIPLINARY DESIGNER, BRANDING & COMMUNICATION

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A multidisciplinary designer with 10+ years of branding experience in the tech startup and CPG industries.

Background in project management and leading 3-12 member teams.

I love working on brand system and communication strategy, and I would be excited to contribute to the team by bringing my collaborative skills, graphic design expertise, and creative communication strategies.

## EXPERIENCE

### Fathom Optics Inc

SaaS Startup, US  
2020-2022

### Lead Graphic Designer

Increased user sign-ups by 10x and user engagements 3x by creating visual content for social platforms.

Rebuilt the company's brand guidelines, delivered visual consistency across different media.

Acquired new projects by creating content for across communication channels in a fast-growing environment.

*\* After leaving the position, I decided to return to school and further study UI/UX and front-end web development to grow my skill set. (Expected graduation: December 2025)*

### Japan Natural Laboratories Co Ltd

Beauty/CPG, Japan  
2013-2018

### Head of Design, Project Manager

Boosted market growth by over \$1M/year, spearheaded 70 projects/year, and achieved a 133%+ output by establishing client relationships and a cross-functional team.

Managed 10+ business partners (photographers, designers, writers, and vendors) in product distribution pipelines.

Directed brand/product distribution, implemented roadmaps, visualized brand architecture, and translated the project for internal and external discussions, improving the production process.

2012-2013

### Team Lead, Senior Designer

Built and organized the company's first creative team (design and communications/PR) and established a mentoring culture.

Enhanced intercommunication and workflow by visualizing and translating technical issues across five departments.

Developed brand assets across different media and executed graphic design.

2010-2012

### Graphic/Package Designer

Worked with the B2C team and external creatives to finalize projects/promotional activities and took part in photo/video shoots.

Collaborated with a cross-functional team to prepare presentations for executives and redesigned internal and external relations by sharing visions and prioritizing technical tasks.

Created packages and executed visual language, and supported sales distribution in a fast-paced environment.

## EDUCATION

### Pratt Institute

MFA, Communications Design. Brooklyn, NY. (2020)

### Musashino Art University

BA, Visual Communication Design. Tokyo, Japan. (2010)

### Kapi'olani Community College

AS, New Media Arts Program, Interface Design Specialization. Honolulu, HI. (2023-2025)

## EXPERTISE

### Design

Brand Design & Strategy, Art Direction, Visual Communication, Information Architecture, Web design & dev, UI/UX

### Tools

Adobe Creative Suite/ Creative Cloud: Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, etc., Figma, VS Code, Git, HTML, CSS, JavaScript

### Skills

Teamwork and Leadership, Project Management, Mentorship, Marketing Communication (mainly B2B, B2C)