

# HANNA SHIBATA

MULTIDISCIPLINARY DESIGNER,  
BRANDING & MARKETING

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Brand & marketing-focused multidisciplinary designer with end-to-end ownership across tech startups and CPG. I build scalable brand systems and clear visual narratives that turn complex ideas into simple, on-brand assets across web, social, and print. I translate technical concepts into intuitive visuals and collaborate cross-functionally.

Excited to contribute to the team by bringing my design expertise and creative communication strategies. Open to relocation.

## EXPERIENCE

### Fathom Optics Inc

SaaS Startup, US  
2020-2022

### Lead Graphic Designer

Drove 10x growth in user sign-ups and 3x improvement in social engagement rate by creating content optimized to various social media channels.  
Rebuilt the brand system and guidelines and raised cross-channel consistency and experience.  
Enabled new business pipeline by creating case studies, explainers, and product samples used in outreach, driving more inbound inquiries and higher-quality prospect conversations.  
*\* After leaving the position, I decided to return to school and further study front-end web development and UI/UX to grow my skill set. (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, and achieved a 133%+ output by establishing client relationships and leading a cross-functional team of 3-12.  
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. 2025.

## EXPERTISE

### Design

Art Direction, Brand Identity & System, Cross-cultural Communication Strategy, Typography, Web design & Front-end dev, UI/UX, Visual Communication, Motion design

### Tools

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

### Skills

Marketing Communication, Project Management, Team Leadership, Content Creation, Vendor & Client Relationship Management

### Language

English, Japanese

## RECENT AWARDS

International Design Awards Gold, Bronze 2025

National Silver ADDY 2025

Pele Awards, Gold 2025