

# HANNA SHIBATA

MULTIDISCIPLINARY DESIGNER, ART DIRECTOR

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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 members teams.

I love working on brand systems and communication strategies, 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.

#### Lead Graphic Designer

SaaS Startup  
Somerville, MA  
2020-2022

Gained user sign-ups by 10x and 200% more engagements while creating visual content for social platforms.

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

Acquired new projects by created contents for communication channel in a fast-growing environment.

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

### Japan Natural Laboratories Co., Ltd.

#### Head of Design, Project Manager

Beauty/CPG  
Tokyo, Japan  
2013-2018

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) toward constant product distribution.

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.  
2018-2020

### Musashino Art University

BA, Visual Communication  
Design. Tokyo, Japan.  
2005-2010

### Kapi'olani Community College

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

*Design Intern at Stephanie Chang Ink (2024)*

## 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, HTML, CSS,  
JavaScript

### Skills

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