

DESIGN LEAD — BRAND DESIGN, ART DIRECTION

HANNA SHIBATA

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A design lead with 10 years of branding experience in the CPG and SaaS industries, and a 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.

EDUCATION

Pratt Institute Brooklyn, NY

Master of Fine Arts (MFA),
Communications Design
2018–2020

Musashino Art University Tokyo, Japan

Bachelor of Arts (BA),
Visual Communication Design
2005–2010

Kapi'olani Community College Honolulu, HI

Associate in Science (AS),
New Media Arts Program,
Interface Design Specialization
2023–2025

EXPERTISE

DESIGN

- Graphic Design
- Communications Design
- Brand Design and Strategy
- Art Direction
- Visual Language
- Typography
- Video Editing

TOOLS

- Adobe Creative Suite / Creative Cloud: Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, etc.
- Google Work Space
- Figma
- Blender

SKILLS

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

LANGUAGE

- English
- Japanese
- HTML, CSS, JavaScript

EXPERIENCE

Fathom Optics Inc. — SaaS Startup

LEAD GRAPHIC DESIGNER (2020–2022*)

- Gained user sign-ups by 10x and 200% more engagements while creating visual content for social media channels.
- Rebuilt the company's brand guidelines, delivered visual consistency across different media (print, web assets), and elevated graphic narratives.
- Acquired new projects by integrating design experiments, improving user experience in a fast-growing environment, and bringing new value to the company's assets.

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

Japan Natural Laboratories Co., Ltd. — Beauty/CPG

HEAD OF DESIGN, PROJECT MANAGER (2013–2018)

- Boosted market growth by over \$1M/year, spearheaded 70 projects annually, and achieved a 133%+ output by establishing client relationships and expanding a cross-functional team of 12 members (design, planning, research, sales, and support).
- 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.

TEAM LEAD, SENIOR DESIGNER (2012–2013)

- Built and organized the company's first creative team of 4 (design and communications) and established a mentoring culture.
- Enhanced intercommunication and workflow by visualizing and translating technical issues across five departments.
- Developed brand assets across different media, iterating on prototypes alongside the graphic design execution.

DESIGNER (2010–2012)

- Worked with the B2C team to finalize projects and promotional activities and took part in photo/video shoots, collaborating with external creatives (directors, designers, writers, and videographers).
- Collaborated with a cross-functional team to prepare presentations for executives and redesigned internal and external relations by sharing visions and prioritizing technical tasks.
- Executed visual language in projects and supported sales distribution in a fast-paced environment.

VOLUNTEER EXPERIENCE

Arts at the Armory — Non-Profit, Arts and Performance Culture

GRAPHIC DESIGNER (2022–2023)

Rem and Company — Design Strategy and Consulting Service

VISUAL COMMUNICATION DESIGNER (2020–2021)