

## 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 Course  
2023–2025

## EXPERTISE

### DESIGN

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

### TOOLS

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

### SKILL

- 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)