



**Hey, I'm Stan!**

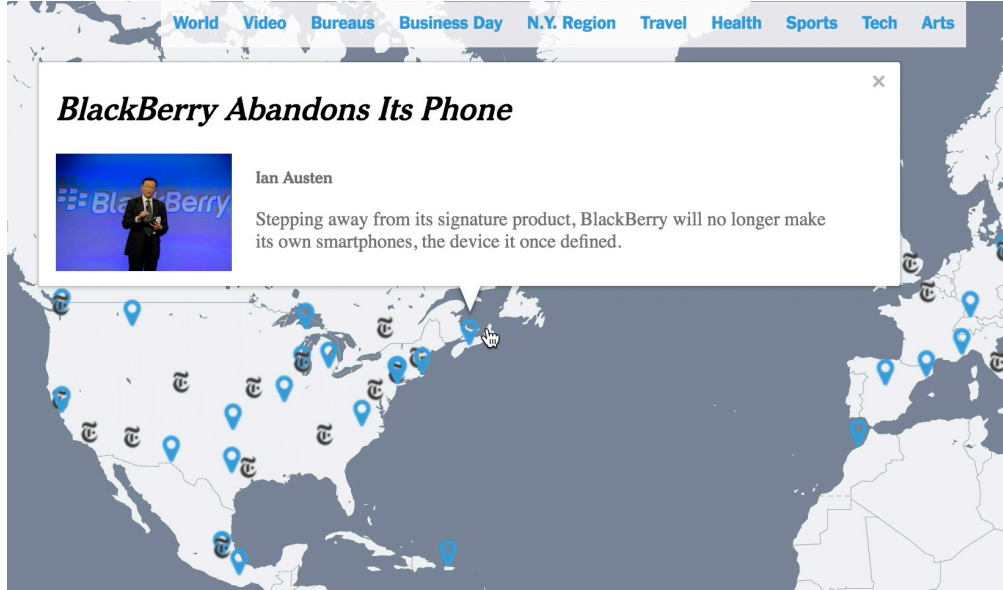
I built creative, strategic solutions for challenges in marketing, healthcare, tech, and analytics.

I study psychobiology at UCLA.

I am passionate about public health.

I've worked at Deloitte Consulting, The New York Times, and Common Sense Media.

And I'm always looking for new learning opportunities.



## Front-End and Branding.

The New York Times - TimesMap Project.

The New York Times is an iconic, historic brand. Its modern take on printing press typography is reflective of the company's shift to digital business.

During my internship with The Times, I worked on a prototype for TimesMap, a visual, interactive tool to explore journalistic content from across the globe. This proof-of-concept was built over seven Fridays.

With my web design skillset, I led the development of the front-end interface for TimesMap. I also created advertising assets to be placed on the NYT homepage.

**TimesMap**  
⬅️ Explore.

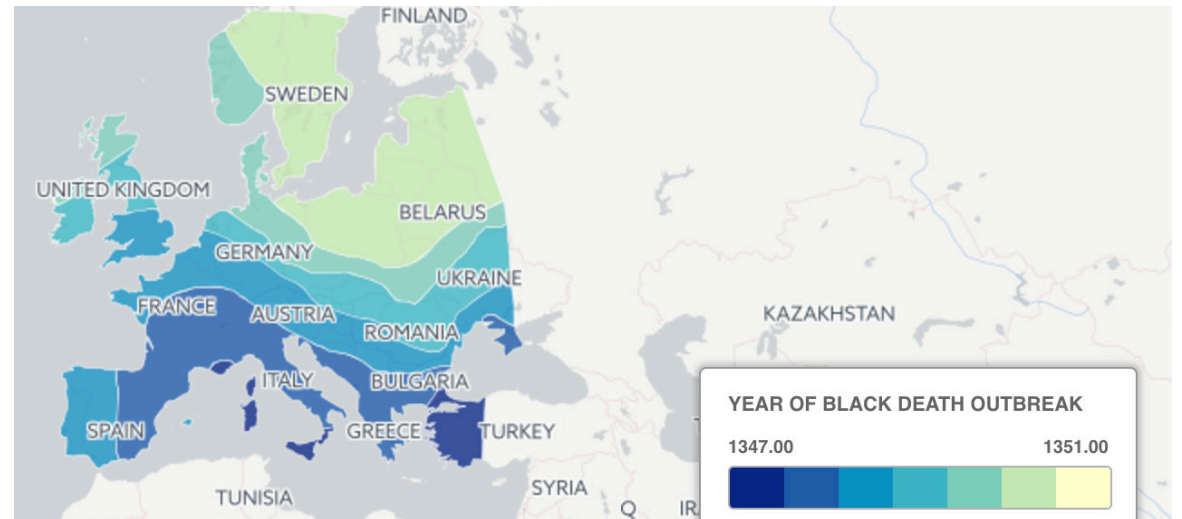
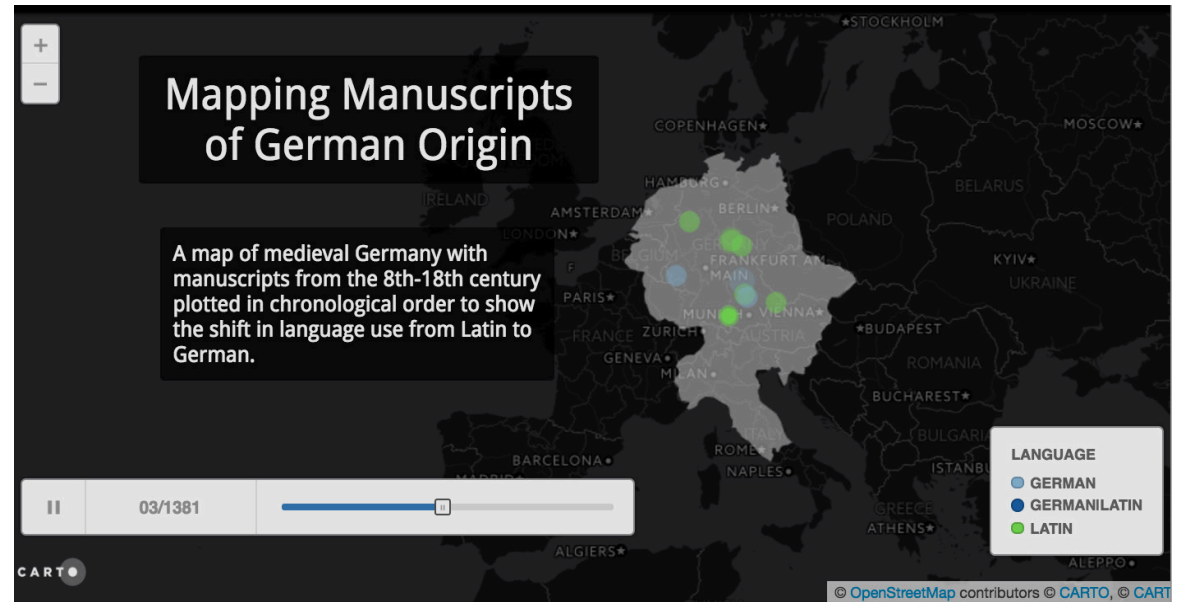
Introducing a  
new way to discover  
our global content.

## Mapping.

AltManuskript Project.

AltManuskript is a digital humanities project that documents the rise of vernacular German in medieval manuscripts.

I used Carto to build the mapping visualizations for this project. The platform allows for clean animations, custom polygons, and timelapse features, all in play here.



Koto Stan Kuboi // [kuboi.io](http://kuboi.io)



## ACTIVE MINDS AT UCLA

changing the conversation about mental health



all of us coalition. education. events. fundraising. marketing. workshops.

### Branding.

Active Minds UCLA.

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While Active Minds UCLA is a part of a national organization, our work and impact focus on the local university community.

To emphasize this key relationship, I incorporated iconic imagery of the UCLA campus, Royce Hall, into the logo. The typography is collegiate, while complementing Active Minds' national brand.

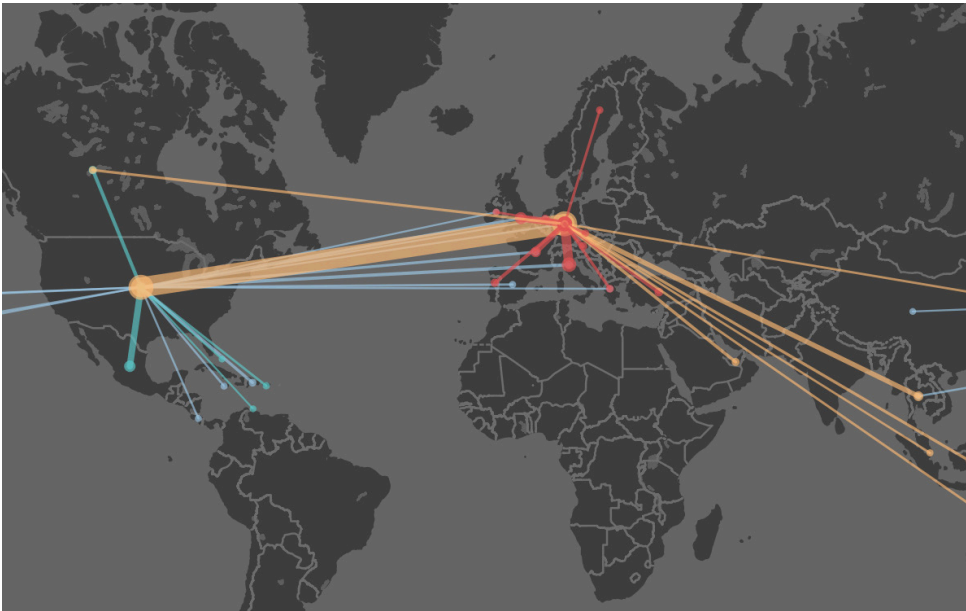
The imagery is minimalist, able to be used as a repeated motif across various marketing assets.

**Data Visualization.**

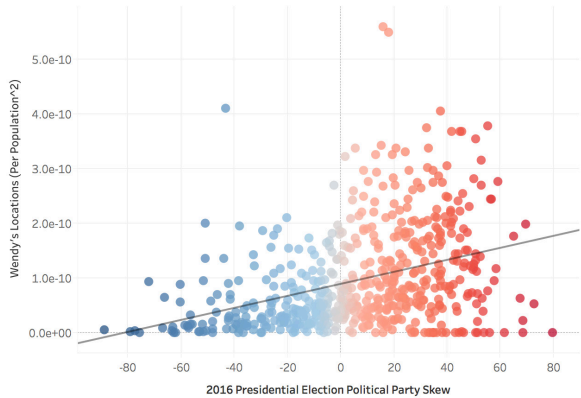
Various.

Through data journalism projects, hackathons, and personal curiosity, I've grown comfortable with software like Tableau and packages like Chart.js.

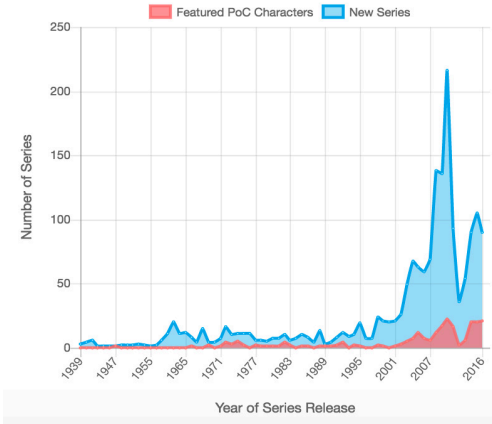
Here are samples of data visualizations, covering topics ranging from travel preferences, political ideology, and comic book character representation.



Political Leaning vs Wendy's



Featured PoC Characters in Marvel Comics Over Time





## **Poster Design.**

Common Sense Media.

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As a non-profit, Common Sense Media drives results through true belief in its mission.

Around the office are “Mission Moment” posters, feedback from real users with words of appreciation.

I wanted to keep the text of the adorable letter legible and clear, while maintaining a bright, eye-catching, and colorful feel.

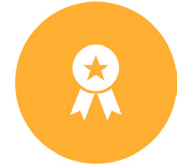
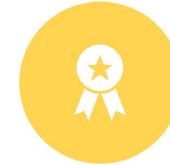
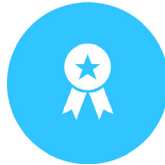
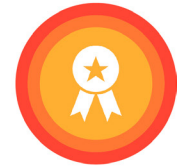
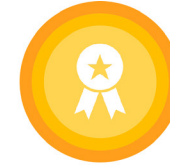
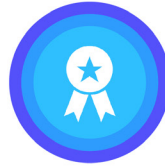
## **Gamification.**

Common Sense Media.

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To increase student engagement on a digital citizenship course, the platform built a “badge” system that visually keeps track of progress.

Here is one series of the badges. The colors are fun, the progression is intuitive, and the design is simple to match with the online course.





**Graphic Design.**  
Active Minds UCLA.

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I created a series of stickers for Active Minds, all promoting mental health awareness and positivity.





**Graphic Design.**  
Active Minds UCLA.

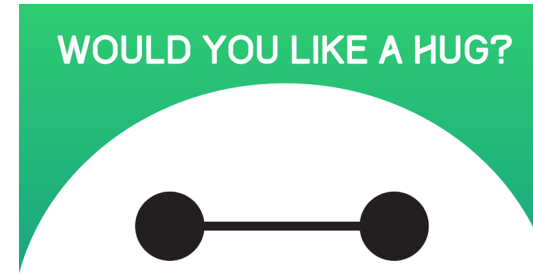
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As the marketing director at Active Minds UCLA, I was responsible for a majority of event design collateral.

One way we improve outreach is through fun events like movie screenings. Big Hero 6 is a fantastic example of a realistic, touching, and educational portrayal of grief.

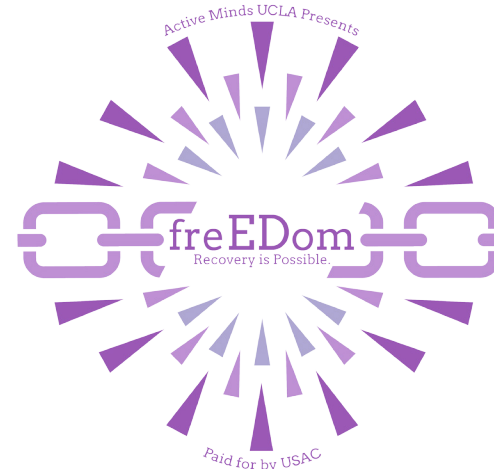
“freEDom” was the theme for events during Eating Disorders Awareness Month, traditionally represented in purple.

“iSupport” was a fundraising campaign where members hand-crafted bracelets in nationally recognized colors for various mental illnesses. I created the information cards that came with each purchase.



**BIG HERO SIX**  
**PRESENTED BY ACTIVE MINDS**  
**TUESDAY, MAY 26TH 6-8:30PM**  
**COVEL WESTCOAST ROOM**

COME JOIN YOUR FAVORITE PERSONAL HEALTHCARE  
COMPANION, DESTRESS, AND WIN  
A STUFFED BAYMAX TOY!



iSupport



**PERSONALITY  
DISORDERS  
AWARENESS**

67% of people who meet criteria  
for personality disorders also meet  
criteria for other DSM-IV Axis 1  
Disorders (NIMH).



**Graphic Design.**  
Pop-Culture Imagery.

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These are posters of some of my favorite movies, done in a minimalist style. All created in Adobe Illustrator.

## Graphic Design.

Various.

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These are other illustrations, with no theme in particular.



Koto Stan Kuboi // [kuboi.io](http://kuboi.io)