



Kumiko Kanzaki | Design/Art Direction

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Summary:

With over fourteen years experience in graphic design, I contribute strategic thinking, creative problem solving, project team and brand equity management, a multicultural viewpoint as well as fluency in Japanese to your company's success.

Portfolio:

<http://www.crittersfactory.com>

Creative Agencies and Clients:

Anixter Inc., ACT Charter School, ARCC Ballet & Dance, AsSeenOnTV.com, Burrell Communications (Courvoisier Import Company), Chicago Creative Partnership (Bob Evans Farms Inc.), General Growth Properties Inc., HY Connect (Advocate Health Care, Blue Cross and Blue Shield, Roche), In-Store Marketing Institute, InTouch Solutions (Abbott Laboratories, Baxter), JWT (Chicago and Illinois Tourist Office), McGraw-Hill Companies, Modern Luxury Inc., s2 Financial Marketing (Gilda's Club Chicago), Schneider Electric USA Inc., Studio Dionne, Turner+Cunniff (WDRV (97.1 FM "The Drive"), WTMX (101.9 FM "The Mix"), Upshot (Miller Brewing Company), Zipatoni (Jim Beam Brands Co.), Zócalo Group (Philips Saeco)

Experience:

2013 – Current
HY Connect, Chicago, IL
Graphic Designer/Production Designer

2005 – 2013
Freelance Graphic Designer/Art Director, Chicago, IL

2001 – 2005
The Atlanta Journal-Constitution (AJC), Atlanta, GA
Senior Graphic Designer — Marketing

2000 – 2001
CNN Interactive, Atlanta, GA
Advanced Multimedia Designer

1998 – 2000
The Atlanta Journal-Constitution, Atlanta, GA
Graphic Designer — Advertising

Education:

Bachelor of Fine Art, Atlanta College of Art, Atlanta, GA

Design/Art Direction:

- Designed and keylined station domination, outdoor, POP, POS, direct mail, infographics and other print elements for Advocate Health Care, Blue Cross and Blue Shield and Roche
- Spearheaded the conceptual development and design for AJC marketing campaigns (print and online) and AJC sponsored events; developed a variety of AJC trade-show booths including International Auto Show, Atlanta Apartment Association, Kids and Baby Expo
- Led art direction for ARCC Ballet & Dance and Studio Dionne
- Collaborated with editors to create various, in-depth web pages for entertainment, business, sports, and weather sections on CNN.com and CNN.co.jp
- Developed branding for ACT Charter School and Ambient Marketing
- Collaborated on art direction for In-Store Marketing Institute Expo
- Translated and designed AsSeenOnTV.com for Japanese audience
- Partnered with package engineers to create cell phone packages for Motorola
- Designed and edited visual content on iPad and iPhone apps for pharmaceutical modules for InTouch Solutions; using Photoshop, Illustrator and Adobe Digital Publishing Suite
- Negotiated and led creative direction with clients
- Organized multi-layers Photoshop documents on each multimedia project; providing easy access for team members working on the projects
- Contributed to various marketing campaigns, brochures, direct mails, posters, logos, infographic, brand identities, annual reports, newsletters, educational materials, trade-show signage and booth graphics, promotional materials such as T-shirts, retail ads, magazines, consumer product packaging, outdoor advertising, POP, POS, online newsletters, websites and training video modules

Award:

1st place — 2006, The ACME (Advertising, Circulation and Marketing Excellence) Awards