

**INOUE  
TARO**

**RESUME +  
PORTFOLIO**

**ART DIRECTOR/  
GRAPHIC DESIGNER/  
ILLUSTRATOR**

**CAPABILITIES**

Design and Art Direction  
Digital Design  
Illustration  
3D Modeling  
Clay sculpting

**FOR PRINTS AND DIGITALS**

Photoshop/InDesign/Illustrator

**FOR WEB**

Figma/CMS/HTML/CSS

**FOR MOTION GRAPHIC**

After Effects/MAYA/Blender

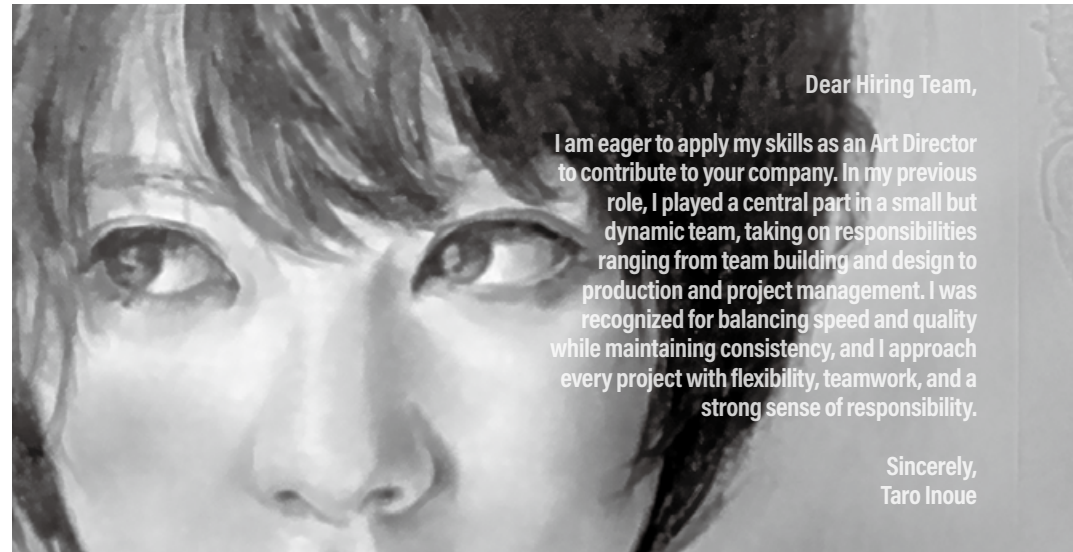


# RESUME

# INOUE TARO

**ART DIRECTOR/  
GRAPHIC DESIGNER/  
ILLUSTRATOR**

**M** 9176010586  
**E** inouetaro@aol.com  
**W** <https://barbeeglyph.com/nein>



Dear Hiring Team,

I am eager to apply my skills as an Art Director to contribute to your company. In my previous role, I played a central part in a small but dynamic team, taking on responsibilities ranging from team building and design to production and project management. I was recognized for balancing speed and quality while maintaining consistency, and I approach every project with flexibility, teamwork, and a strong sense of responsibility.

Sincerely,  
Taro Inoue

**HF DESIGN LLC (2023 to 2025)**  
- Art Director

As an Art Director, I led a small team of designers while managing project coordination, invoicing, proofreading, and print production. The fast-paced, deadline-driven environment sharpened my organizational skills and ability to oversee team progress. I successfully managed multiple projects to maximize productivity and client satisfaction, and contributed to securing a long-term contract with TriWest, a key client that strengthened the company's market position.

**RICE TO RICHES (2022 to 2023)**  
- Art Director

This is that famous rice pudding spot in Soho—you've probably seen their psychedelic-looking store. I was brought on as Art Director to help open a new Lower East Side location. My role covered all visuals for the shop, from overall graphics to motion graphics across 36 monitors, and even refreshing branding for the original store. The work is under wraps, so it's not in my portfolio, but if you're at 100 Rivington St, you'll be surrounded by my work—and enjoy rice pudding.

**FCB HEALTH (2020 to 2022)**  
- Art Director

In this agency, I worked as an Art Director, developing campaign concepts and main visuals, which I presented to the Creative Director for refinement and integration. Because this process continued throughout each campaign, my role went beyond design to include revisions, maintaining consistency across updates, and directing vendors—making it a critical position. Our team met daily to review progress and issues, where I followed guidance but also offered ideas that improved the overall creative output.

**THE BODY SHOP (2018 to 2020)**  
- Art Director

At The Body Shop, I worked as an Art Director, designing signage for seasonal campaigns, creating renderings for retail visual merchandising, and joining meetings with sales teams and project managers. Covering both print and digital, I also served as liaison between Art Directors of each department. I created designs from scratch as well as adapted existing assets, and I gained experience directing vendors and photographers to ensure high-quality, brand-consistent results.

**MARC JACOBS (2014 to 2018)**  
- Sr. Graphic Designer

A famous fashion brand, Marc Jacobs, I worked as a Senior Graphic Designer on a part-time basis for about four years. One of my main duties was assisting in the production of a quarterly magazine created to train in-store sales staff. I collaborated with project managers and art directors throughout development, contributing to page layouts, text placement, and style sheet creation. This role required precision, teamwork, and consistency to effectively support the brand's training initiatives.

**AD BOUTIQUE (2010 to 2014)**  
- Sr. Graphic Designer

Ad Boutique is a small design company in Manhattan. My experience there exposed me to many aspects of design. Beyond design itself, I learned production essentials such as organization and preparing mechanicals. At larger firms, the focus is often on specializing deeply, but at a smaller company I saw that versatility is valued more. My time at Ad Boutique gave me exposure to diverse industries and design styles.

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"THE GREATEST PRIZE FOR ME IS BEING ON THE BACK OF SOME WOMAN, OR IN HER HAND OR ON HER FEET. THAT'S WHAT MAKES THIS A JOY RATHER THAN A JOB - AND WE HAVE NO INTENTION OF STOPPING ANY TIME SOON."

- MARC JACOBS

2 INTERNAL USE ONLY. NOT FOR DISTRIBUTION OR REPLICATION



WOMEN'S COLLECTION  
PRE-FALL 2016

FOR INTERNAL USE ONLY



# MARC

## リスペクト (RESPECT)

数ヶ月前、「ヒップホップ エボリューション」というドキュメンタリーを見ました。4部構成からなるシリーズは、心打つ新時代の幕開けともいえるカルチャーの発祥が記され、それがやがて音楽業界全体を再形成、再定義し全く新しいスタイルの表現手段を生んだ過程を追っています。

ニューヨークで生まれ育ち、ヒップホップが他の音楽、アート及びスタイルに影響を与え始めたと感じたのは、ちょうどハイクラス・オブ・アート・アンド・デザイン (HIGH SCHOOL OF ART AND DESIGN) に在籍していた頃。このコレクションは研究しつくされたカジュアルスポーツウェアのドレスアップを私なりに表現したものです。若者文化、ストリート・スタイルの永遠なる基盤となる時代が過ぎあげ、考え抜いてきたファッションに対する私なりの見解とリスペクトを表したものです。

- MARC JACOBS

# JACOBS

## MARC JACOBS - Sr. Graphic Designer

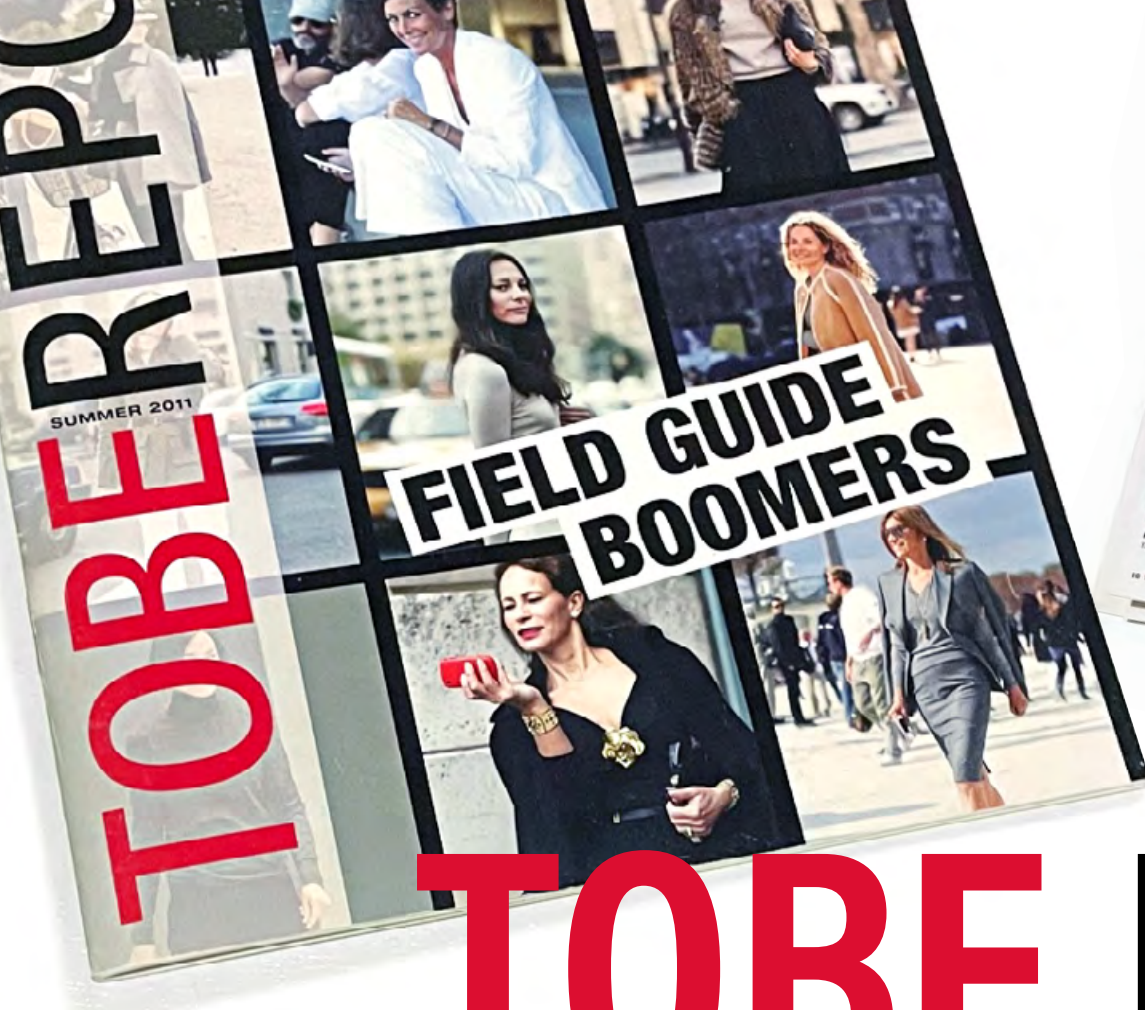
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development, contributing to page layouts, text placement, and style sheet creation. This role required precision, teamwork, and consistency to effectively support the brand's training initiatives.

- Produced a quarterly training magazine for in-store sales staff.
- Collaborated with project managers and art directors to maintain brand consistency.

- Streamlined production through style sheets and standardized layouts.
- Tools: InDesign, Photoshop, Illustrator.





# TOBE REPORT



TOBE REPORT  
May 2016



TOBE REPORT  
- Sr. Graphic Designer

The TOBE Report is a long-established fashion and merchandising publication that provides weekly insights into the apparel market. It covers women's, men's, and children's wear as well as accessories, offering in-depth analysis of retail activity, consumer behavior, and market trends.

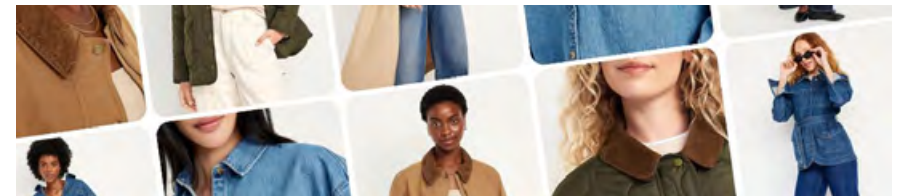
As a freelance designer, I was responsible for magazine

design and layout. I also created icons, diagrams, and other visual elements used within the publication. My work was recognized by the director for its speed, high quality, and the effectiveness of my icon design.



www.donegertobe.com/

# OLD NAVY



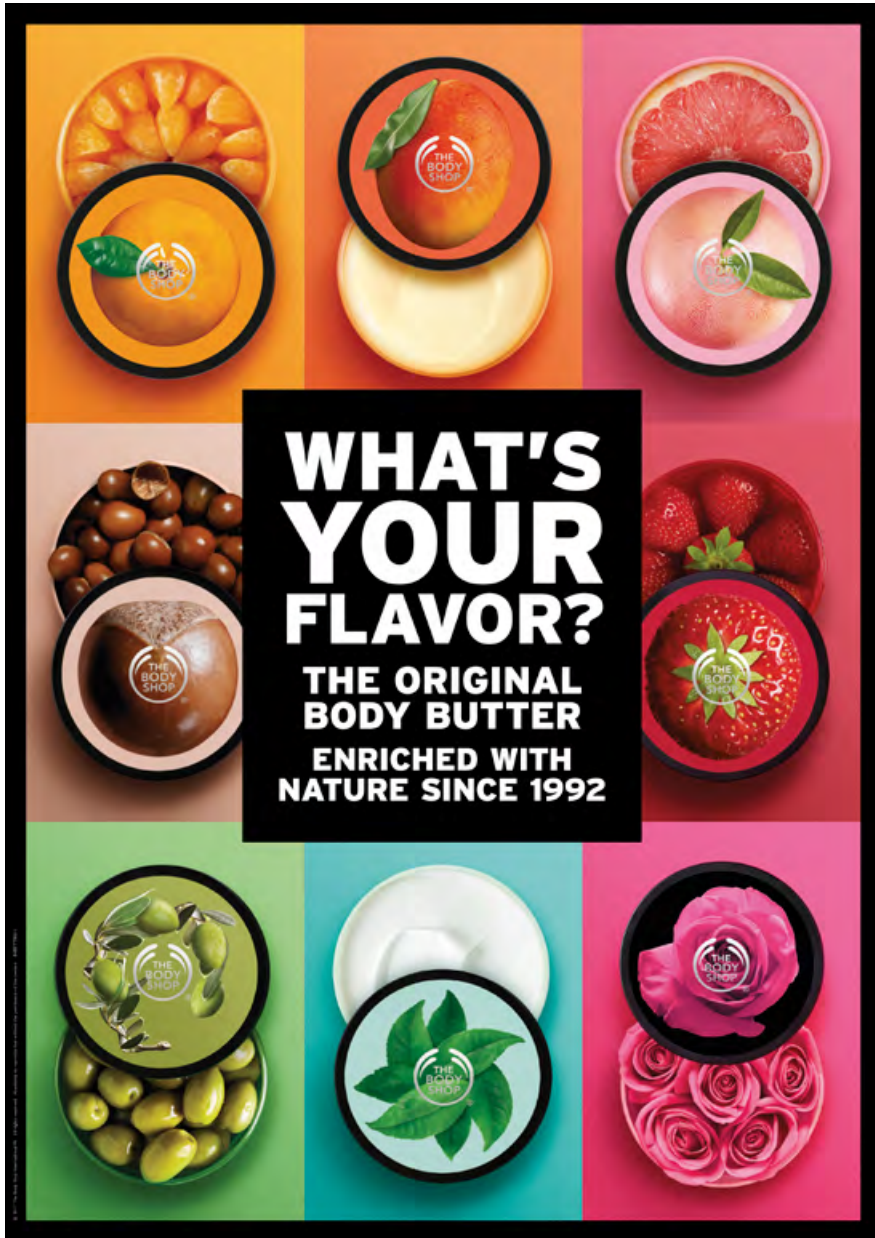
## OLD NAVY - Sr. Graphic Designer

They were seeking a designer who could understand Japanese as part of their first entry into the Japanese market. Since the design assets were already prepared, there were not many major changes to be made. However, during a meeting, I proposed enlarging the logo slightly compared to

the existing assets. Because this was their first launch in Japan, I wanted the Old Navy logo to stand out more in order to increase brand recognition, attract attention from new customers visiting the store, and create a strong visual impact for the brand in the local market. The suggestion was well received, and I take pride in having contributed, even in a small way, to strengthening their

branding. I worked within a team of about ten members, collaborating closely with the director and photographer to produce OOH materials for the new store. There is an article from that time, which you can view through the link below if you are interested.

Reference:  
<https://www.fashion-press.net/news/7030>



### Signage for Seasonal Campaign

I worked on a wide range of design projects, including signage for seasonal campaigns. A major part of my role was producing signage for windows and walls of retail stores. With so many deliverables, I focused on keeping a unified look, checking each piece to ensure the overall visual identity stayed cohesive and consistent across all locations.



# THE BODY SHOP

### THE BODY SHOP - Art Director

I worked as an Art Director in this company. My main responsibilities included designing signage for seasonal campaigns, creating renderings for visual merchandising in retail stores, and participating in meetings with sales teams and project managers.

Since I covered both print and digital, I also served as

a liaison between the Art Directors of each department. While I often created designs from scratch, I also worked on adapting existing assets. In addition, I have experience giving direction to vendors and photographers.

- Designed signage and visual merchandising renderings for seasonal campaigns across retail stores.
- Collaborated closely with

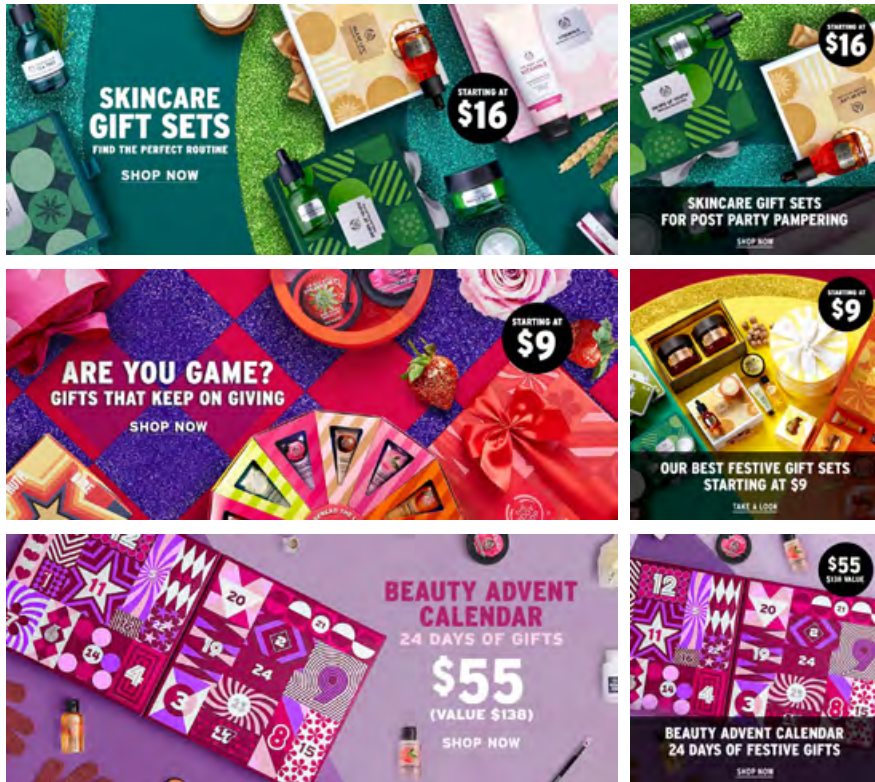
sales teams and project managers to align creative output with business goals.

- Acted as a liaison between print and digital art directors, ensuring consistency across both channels.
- Created original designs from scratch and adapted existing assets as needed.
- Directed vendors and photographers to achieve high-quality deliverables.



**Stand Signage and Web Banners**

These designs were created for seasonal campaigns. The top piece is stand-up signage, while the bottom is a web banner. As with all my work, I focus on consistent branding so it is immediately recognizable as a The Body Shop product, while maintaining strong visual cohesion.



# BAN BAD SKIN DAYS

100% VEGAN

THE BODY SHOP  
TEA TREE OIL  
HUILE D'ARBRE À THÉ  
SUITABLE FOR BLEMISHED SKIN

EVERY BOTTLE IS PACKED WITH OIL FROM 15,000 TEA TREE LEAVES - SKIN IMPERFECTIONS DON'T STAND A CHANCE

THE BODY SHOP.

TEA TREE OIL CAMPAIGN

This campaign focused on Tea Tree Oil, one of The Body Shop's signature skincare products. Since it targets concerns like oily skin and blemishes, the design emphasized cleanliness, simplicity, and naturalness. Using the brand's iconic green with white and natural tones, I conveyed freshness and transparency, while effective

use of white space highlighted trust and clarity. The visuals were aligned with The Body Shop's values of natural, ethical, and sustainable, ensuring both the product's features and the brand philosophy were clear. The final outcome achieved a cohesive identity, instantly recognizable as The Body Shop and strongly

appealing to customers seeking skincare solutions.

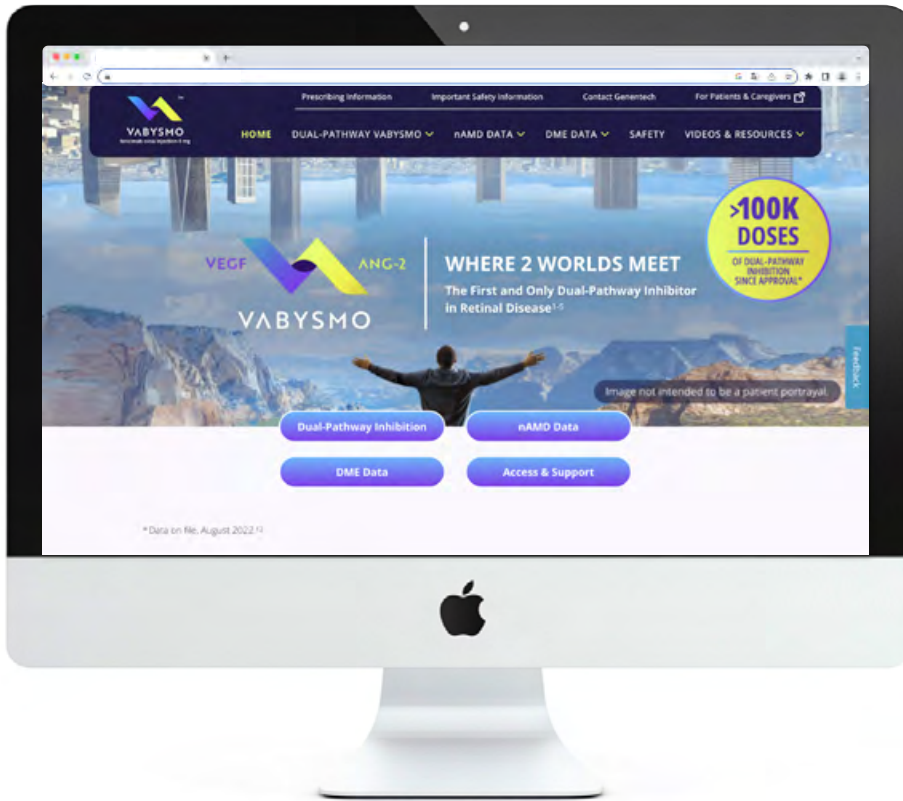


# FCB HEALTH

## FCB HEALTH (2020 TO 2022) - ART DIRECTOR

In this agency, I worked as an Art Director. My responsibilities included developing campaign concepts and main visuals, which I presented to the Creative Director for refinement and integration into the final product. Since this refinement process continued throughout the entire campaign, my role extended beyond hands-on design work to encompass revisions, ensuring consistency across the end of each day, our team held meetings to review progress and also contributed my own suggestions for improvements and I was able to contribute valuable ideas that

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Vabysmo is an eye injection that helps protect vision in diseases like AMD and DME by blocking harmful proteins that cause swelling and abnormal blood vessels.



Susvimo treats eye diseases like AMD using a small implant that slowly releases medicine, reducing the need for frequent injections while protecting vision.



I am a graphic designer with experience in a wide range of projects, from advertisements and magazines to promotional tools and digital campaigns. I value simplicity and clarity, striving to create designs that are easy to understand and accessible to anyone. I pay close attention to details such as letter spacing, line spacing, photo selection, and layout composition, and I take pride in my ability to balance the overall visual structure. I also enjoy the collaborative process of exchanging ideas with clients and colleagues, constantly discovering new insights that I can incorporate into my work.

Through my career, I have been involved in art direction for advertising campaigns, visual development based on brand guidelines, and comprehensive design production spanning from print materials to digital media. I am proficient in Adobe Creative Suite (Illustrator, Photoshop, InDesign), and skilled in digital layout design, print-ready data preparation, and project management. Having worked on a variety of projects, I have developed the ability to adapt flexibly and turn ideas into tangible results, even under limited conditions. Beyond my work as a designer, I am passionate

about cats and vintage clothing, and I am especially knowledgeable about vintage denim. I enjoy exploring the stories and craftsmanship behind these garments, and I often draw inspiration from everyday life—incorporating elements from my personal interests and experiences into my creative process.



The title of my website, "**≠Nein,**" reflects my belief that "Nein (No)" does not signify denial, but rather an opportunity to create new possibilities. Embracing differences and using them as a foundation to cultivate fresh ideas is a principle I value greatly in my approach to design.

# ANYONE SHOULD NOW

sharpening a knife. Here's how to build your core expertise.

↓

BY THE EDITORS

PHOTOGRAPHS BY BURCU AVSAR  
DIAGRAMS BY HELLGARD & INTOAROUTE

Steam hissing from a ruptured radiator hose? Here's a relatively easy, temporary fix with duct tape. **Wait** for the engine to cool off. **Open** the hood and locate the source of the steam—i.e., the rupture (A). **Clean** and dry the area around the fissure; the tape won't stick as well on a damp, dirty surface. **Wrap** 2 to 3 in. of duct tape around the hose over the hole; press firmly (B). **Overwrap** the patch (the hose will be under intense pressure) from 2 to 3 in. above the original piece to about 2 or 3 in. below, then work your way back (C). **Check** your radiator level before cranking the engine. "If it's seriously low and you don't have a can of coolant, use water or, in an emergency, diet soda," says Tony Molla of the National Institute of Automotive Service Excellence and former pro wrench jockey. "Avoid using fruit juice or anything with sugar or acids in it. It'll corrode the radiator and hoses."



### Make Your Own Drive-In

CONVERT ONE OF YOUR BEST VEHICLES INTO A DRIVE-IN THEATER

BY THE EDITORS

PHOTOGRAPHS BY BURCU AVSAR  
DIAGRAMS BY HELLGARD & INTOAROUTE

DIY

### MADASYUZO / KAGOSHIMA UROMARU

**Potato Shochu**

be enjoyed a variety of ways, straight, on the rocks, mixed with hot water, etc.

**sting Note** : Made from organic Kogane Sengan sweet potato and natural spring water, Tominohazan has a subtle sweetness. Enjoy the ma, which has orange, cherry, and floral notes. This will change the way you view sweet potato shochu.

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### MADASYUZO / MIYAZAKI AGURANOMAI

**Sweet-potato Shochu**

be enjoyed a variety of ways, straight, on the rocks, mixed with hot water, etc.

**sting Note** : Kuromaru's production method, mixing with lunar distillation and low temperature distillation, ensures mild brilliant taste from sweet potato with clean finish.

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### MADASYUZO / MIYAZAKI YAEAMARU

**Buckwheat Shochu**

be enjoyed a variety of ways, straight, on the rocks, mixed with hot water, etc.

**sting Note** : Yaeamaru is Shochu distilled from barley, carefully made by the master brewer of the long established shochu distillery Agurano. Smooth and mellow taste has been realized through the Maestri's specialty developed for "Yaeamaru."

Suntory Yamazaki Distillery since 1923

◆ YAMAZAKI Single Malt 12 / 18 -Year Old Whisky

A winner of the WORLD BEST spirit competition

Double Gold Medal 2005 The 5th Annual San Francisco International Wine & Spirits Competition

Trophy 2004 International Wine & Spirits Competition

# EDITORIAL DESIGN SIGNS

I believe my strongest area of expertise is editorial design. At a publishing company called Y's Publishing, I was responsible for every aspect of magazine design—from layout and content production (including advertisements, decorative elements, logo and icon design) to photo selection, style sheet creation, and defining the overall design direction.

Since then, I have continued to work not only on magazines but also on a wide range of editorial projects such as brochures, booklets, and pamphlets. I believe editorial design encompasses many elements that are fundamental to all forms of design, and the experience I gained at the publishing company had a significant impact on the growth of my design skills.

### About Hotels in Japan

Kotex in Japan are broadly classified as high-end hotels, city hotels, large hotels that provide facilities and services such as wedding, banquet, party, and catering services and business hotels (hotels that do not provide room service, etc.). They are practical, and relatively inexpensive. Other types are design hotels, boutique hotels designed to be stylish and thematic, and capsule hotels (hotels with individual pods, unique in Japan).

#### Business Hotels

As the name indicates, Japan's so-called business hotels are basically for people who are in town on business. Many, therefore, put emphasis on the functionality of the room. They are strategically located near transit stations and typically do not provide room service. If they offer any services, they are only simple ones, in exchange, however, the room charges are reasonable, and many of them offer breakfast.

#### Designer Boutique Hotels

The name, Designer Hotel, is unique to Japan, whereas they are usually called boutique hotels. They are designed to be distinctive in terms of their architecture and/or interior design. Many are designed by famous architects or interior designers.

#### Ryokan

Ryokan are accommodations located in traditional Japanese buildings. Experiencing Japanese culture in these stays is invaluable. Some ryokans have been in existence for 100-200 years, and have witnessed the history of the ryokan business over time. Some ryokans are located in historic buildings, others have historical relics, considered to be national treasures or shrines. There are not many ryokans in the busy metropolitan area, but you can find a few in the working-class areas of some regions, such as Ogiya, Hongo, Aomori, and Tokyo.

### Hotel List

#### Hotel New Otani

Marked in a warm area, surrounded by a Japanese garden since from the building, the Hotel New Otani is one of the most popular hotels in Tokyo and has a distinguished history. It offers premium facilities and services. The hotel has three types of accommodations: The Main, Garden Tower and, THE OTANI HILLS. The OTANI HILLS also opened in October 2017, as a luxury "hotel-in-hotel" that incorporates the concept of "Ono," the top of Japanese hospitality.

The hotel holds many special areas throughout the year.

**Hotel New Otani**  
 4-1-1, Kasuga, Chiyoda-ku, Tokyo 100-8555, Japan  
 Tel: 03-3261-1111

### THE EPICUREAN'S GUIDE TO THE SUSHI & SAKE

by Simon & Schuster

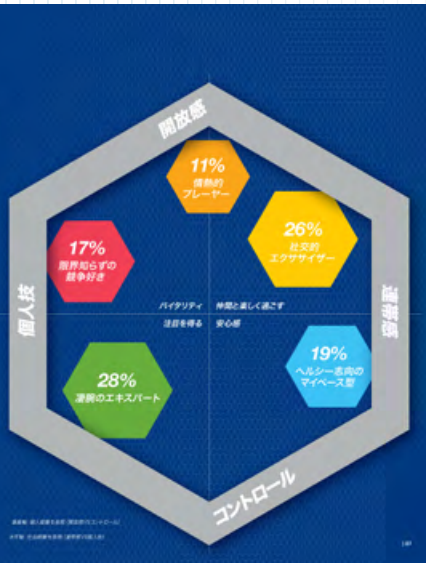




# GLOBAL CONSUMER SEGMENTATION

This booklet was created for Asics' Global Consumer Segmentation project. I was responsible such as charts, diagrams, and icons. The booklet featured six consumer segments, so I designed created a modern and cohesive impression but also served as an effective visual metaphor for the In addition to ensuring clarity and visual consistency, I carefully refined the balance between data the premium look of Asics' brand identity. The final result successfully combined precision and

for Japanese localization, production coordination, and the creation of information graphics visuals around a hexagonal motif to unify the overall aesthetic. This geometric structure not only segmentation concept itself. visualization and design expression—making the information easy to navigate and brand perception.



# KANKITSU LABO

JAPAN

Kankitsu Labo is a Japanese food retailer. As a newly established company, I have been deeply involved from the very beginning of its branding process—from selecting illustrators and designing the logo to establishing the overall visual direction and brand tone. Since the company participates in major events such as Food Festa, I have also designed promotional materials, including pop-up banners, booth graphics, and event displays.

As a retailer, the main focus is on package design. The company primarily sells processed foods made from citrus fruits, offering products to both individual consumers and restaurants while highlighting freshness and authenticity through thoughtful design.



# PACKAGE DESIGN

KANKITSU LABO JAPAN

100% PURE CITRUS EXTRACT

すだち

SUDACHI

Fresh Cold Pressed | Sudachi & Nothing Else

9.3 fl oz (275 ml)

100% HONEST

Extracted from carefully grown sudachi from Tokushima prefecture of Japan. Delivering authentic, vibrant, and tangy flavors to elevate your culinary experience. No additives are used, non-GMO.

Cold pressed from sides to simulate hand juicing to control the amount of oil and to keep consistent purity. Setting is natural, shake it up!

PAIRING INSPIRATIONS

Drinks Baking Cooking Dressing

and more!

Smooth Sweetness | Greeted by Yuzu, Parting with Grape.

Ingredients: Grape Juice, Yuzu.

Nutrition Facts 13 servings per container. Serving size 0.7 oz. (20g)

Amount per serving **Calories 40**

% Daily Value\* Total Fat 0g 0%, Saturated Fat 0g 0%, Trans Fat 0g, Cholesterol 0mg 0%, Sodium 10mg 0% Total Carbohydrate 10g 4%, Dietary Fiber 0g 0%, Total Sugars 9g, Includes 0g Added Sugars 0%, Protein 0g, Vitamin D 0mg 0%, Calcium 0mg 0%, Iron 0mg 0%, Potassium 10mg 0%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a diet is used for general nutrition advice.

Product of Japan  
Distributed by KANKITSU LABO  
New York, NY 10012  
KankitsuLabo.com @kankitsulabo  
Certified Organic by JQA

KANKITSU LABO JAPAN

ORGANIC YUZU & GRAPE

9.17oz (260g)

FARM TO JAR

Versatile organic spread made by b... juice to add natural sweetness. You... unique acidity, then with grape's fruit...

YUZU

Asian decent aromatic citrus with grapefruit and mandarin orange.

No Additives → No Sugar Added →

Refrigerate After Opening  
Best Before: MM/DD/YYYY

For More Info



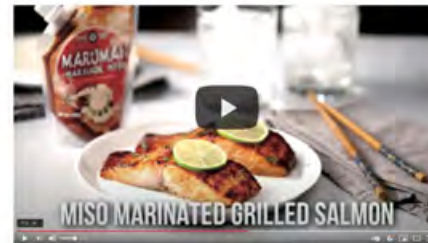
# UMAMI INSIDER

Umami Insider is the parent company of the previously mentioned Kankitsu Labo. Although Kankitsu Labo has since become an independent company, they originally belonged to the same organization. Umami Insider also specializes in selling carefully selected Japanese food products. Similar to my work with Kankitsu Labo, I was mainly responsible for creating promotional materials such as popup banners and flyers for events like Food Festa.

Since I have produced a large number of works for both companies, I am providing only a summary here. A detailed PDF portfolio can be made available upon request.



umami insider miso marinade



### Nutrition Facts

Serving Size 1 Tbsp. (18 g)	
Servings Per Container Approx. 18	
<b>Amount Per Serving</b>	
<b>Calories 40</b>	<b>Calories from Fat 5</b>
<b>% Daily Value *</b>	
<b>Total Fat</b> 0.5g	<b>1%</b>
<b>Saturated Fat</b> 0g	<b>0%</b>
<b>Trans Fat</b> 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 400mg	<b>20%</b>
<b>Total Carbohydrate</b> 9g	<b>3%</b>
<b>Dietary Fiber</b> 0g	<b>0%</b>
<b>Sugars</b> 7g	
<b>Protein</b> 1g	
<b>Vitamin A</b> 0%	<b>Vitamin C</b> 0%
<b>Calcium</b> 0%	<b>Iron</b> 0%

\* Percent Daily Values are based on a 2,000 calorie diet.

### Ingredients:

Soybean Paste (Soybean, Rice, Salt), Moromi (Barley, Rice, Salt, Soybean, Wheat), High Fructose Corn Syrup, Fermented Seasoning, Alcohol (Retain Freshness), Garlic Powder, Yeast Extract Seasoning, Vinegar, Sesame Oil, Paprika Color.  
Contains: Soy, Wheat, Sesame



Thank you for your purchase from Umami Insider! Here is a little surprise from us

**Free Sample of Maruman's Miso Marinade. (2.8oz)**

<https://umami-insider.store/products/miso-marinade>



Solara Lux is one of their high-end collections that embodies the brand's premium aesthetic and craftsmanship.

As the Art Director, I oversaw the creation of all marketing materials for this collection, including the main visual, logo, and tagline development.

I directed a small team of assistants, coordinated schedules, and ensured that all preparations for the new collection's campaign progressed smoothly and effectively.

SPECIFICATION	ADIRONDACK - SKU: AMO5886AD
Species	European White Oak
Size	5 1/2" x 8 1/4" x 37' 6"
Wear Layer	3mm SPC
Finish	High Performance UV Cured Overlay
Grade	Character
Color	Smoked
Treatment	Smoked
Installation	Glue   Float   Staple (Glue Assist)

The Adirondack collection is characterized by its wide planks that showcase the rich, varied textures and tones of European White Oak. Whether you're looking for a wide, long, heavy plank or a lighter, more professional appearance, the Adirondack collection will be sure to provide the perfect foundation for your design ideas.



# Inspired by Nature

Premium Waterproof Wood Flooring

**Impervious**  
LUXURY WATERPROOF WOOD FLOORING



## BIGGER BOLDER STYLES

VersaCore Grande10 is a waterproof floor not like any other. Featuring realistic upscale 10in wide planks with Embossed In Registered Textures and High-Def printing, it's indistinguishable from many hardwood floors. These ultra-wide planks elevate any room or space with a durable commercial 30mm wear layer and 91st repeat patterns. Scan the QR Code to learn about becoming a Preferred Dealer.

10"

WIDE  
PLANK



Versacore Grande 10 is a high-end collection of waterproof flooring products.

Featuring wide 10" planks, a durable waterproof finish, and a low contraction rate, it has become one of the company's flagship product lines.

For this collection, my primary focus was updating and rebranding the line to align with market trends while maintaining its premium positioning.

I also provided creative direction to the design team, oversaw the development of marketing materials, and ensured that all visuals remained consistent across both digital and print platforms.



HF Design is a company that sells flooring products to retailers such as Floor & Decor and Home Depot. I have worked as the Art Director at this company for about two years, overseeing a wide range of design-related tasks—from updating existing collections to providing art direction for new product lines.

# INOUE TARO

**ART DIRECTOR/GRAPHIC DESIGNER/  
ILLUSTRATOR**

**M** 9176010586

**E** inouetaro@aol.com

**W** <https://barbeeglyph.com/nein>

# EXPERIENCE

**HF DESIGN**  
- ART DIRECTOR

2023  
to  
2025

- Led a small design team and creative workflow.
- Handled project management and print tasks.
- Managed multiple projects efficiently.
- Helped secure a long-term TriWest contract.

**RICE TO RICHES**  
- ART DIRECTOR

2022  
to  
2023

- Art Director for new Lower East Side location of a famous Soho rice pudding spot.
- Oversaw all visual aspects: graphics, 36-monitor motion displays, and refreshed original branding.
- Work is confidential; portfolio not available.

**FCB HEALTH**  
- ART DIRECTOR

2020  
to  
2022

- Developing campaign concepts and main visuals.
- Managed design revisions, ensured consistency, and directed vendors.
- Participated in daily team reviews, contributing ideas to enhance creative output.

**THE BODY SHOP**  
- ART DIRECTOR

2018  
to  
2020

- Designed signage and visual merchandising for seasonal campaigns.
- Collaborated with sales teams and project managers.
- Ensured consistency between print and digital channels.
- Created and adapted design assets.
- Directed vendors and photographers for quality deliverables.

**MARC JACOBS**  
- SR. DESIGNER

2014  
to  
2018

- Senior Graphic Designer at Marc Jacobs (part-time, 4 years).
- Produced a quarterly training magazine for sales staff.
- Collaborated with project managers and art directors.
- Streamlined production with style sheets and standardized layouts.
- Tools: Adobe InDesign, Photoshop, Illustrator.

**AD-BOUTIQUE**  
- SR. DESIGNER

2010  
to  
2014

- Worked at Ad Boutique, a small design company in Manhattan.
- Gained experience in various aspects of design and production.
- Learned organization and preparing mechanicals.
- Saw that versatility is valued over deep specialization.
- Worked across diverse industries and design styles.

