



# KIMI YUKI

KIMI YUKI YAMAMOTO • DESIGNER

## WORK EXPERIENCE

### SENIOR CORPORATE DESIGNER @ SUTHERLAND

*April 2018 - July 2020*

Worked on brand development and all marketing materials with the Marketing Director • Designed materials for campaigns such as e-books, case studies, white papers, infographics, one-sheets, social media assets, and advertisements • Designed collateral for conventions and events • Edited and animated short informational videos

### FREELANCE DESIGNER

*August 2016 - Current*

Continuously working as a freelance designer, mostly in marketing, working with different clients with branding and producing materials such as web ads, e-books, convention booths, and other miscellaneous printed collateral

### LEAD DESIGNER @ NETPULSE

*November 2013 - August 2016*

Worked directly with the Marketing Director to conceptualize campaigns and collateral • Spearheaded and led a company-wide rebrand • Developed a new logo and visual identity to represent the shift in company direction • Illustrated content for marketing campaigns including: infographics, e-books, blog posts, press releases, and more • Built cohesive campaigns and designed both print and web collateral (fliers, banners, postcards, etc.) for conventions and other related events • Designed promotional material for multiple gyms working under different brands and brand guidelines

### DESIGNER @ REBEL8

*August 2008 - March 2013*

Worked directly with the Creative Director and Senior Designer to research and develop themes and reference packages for each seasonal collection and executed designs that reflected those themes • Completed technical packages for garment styles each season and oversaw the development process • Managed relationships with manufacturers, printers and fabric suppliers • Collaborated with the Creative Director, Illustrator, and Senior Designer in the development and execution of marketing and visual campaigns, special projects, collaborations • Oversaw quality control through sampling process to product delivery for printed apparel, hats, and other accessories

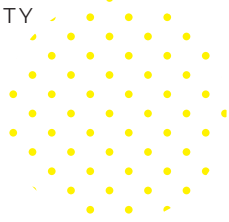
## EDUCATION

### DESIGN AND INDUSTRY @ SAN FRANCISCO STATE UNIVERSITY

## THE REST

### EXTRA CURRICULAR INTERESTS + ACHIEVEMENTS

Musician • Creative collaborator • Intermediate Spanish speaker • I can say my name in Japanese (spoiler alert: it's already in Japanese) • Cyclist • Self-proclaimed sandwich-eater extraordinaire • Pro-bono design work with Collective Power for The Curly Collective • Hobbyist photographer



## CONTACT

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## SKILLS

Illustrator  
Photoshop  
InDesign  
After Effects  
MS Office

