kyoko kato

Graphic Design

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EXPERIENCE

ART DIRECTION & DESIGN

Freelance Art Drector/Designer, January 2011 - Present

Redesigned Financial Times' Investors Chronicle website: created wide variety of dynamically populated layouts in line with the brand. Developed image and marketing collateral for fashion designer Lalla Wandavi. Developed brand for Metro Navi, a New York based portal.

VICTORIA'S SECRET

Web Designer, May 2007 - August 2010

Responsible for the design of the Victoria's Secret website and emails. Coordinated with store, catalog, copy writers to maintain a consistent brand message. Worked on conception and development of an editorial section "What's New". Accustomed to multitasking, working in a high volume/faced paced environment. Designed for mobile web.

GALASSIA NEW YORK

Graphic Designer, September 2002 - April 2007

Responsible for the brand development for fashion, personal care and beauty products, implementing online and offline. Art directed photoshoots. Designed, developed and maintained website. Created package design for products. Executed marketing campaign including advertisements, online promotions, seasonal events and new collection launches.

LAURIE DOLPHIN DESIGN

Graphic Designer, August 2002 - September 2002

Concepted and designed card deck, including photography.

NEW YORK INTERNATIONAL PROPERTY

Web Designer / Developer, January 2002 - June 2002

Reflected brand essence through design. Improved site information architecture. Designed graphical interface, developed HTML and Flash. Maintained and updated the website. Directed and edited short commercial videos to promote exclusive properties.

EDUCATION

PRATT INSTITUTE

Pratt Summer Institute in "Layout and Typography", June 2002 - August 2002
A three-month-long course taught by Newton Mayers

CITY UNIVERSITY OF NEW YORK - HUNTER COLLEGE

Bachelor of Arts in Film/Media Study and Studio Arts, January 1999 - January 2002
Cumulative G.P.A. 3.7 – Cum Laude

SKILLS

Adobe Photoshop, Illustrator, InDesign, Flash, Dreamweaver, MS Word.
Web development, strategies, accessibility guidelines, and browsers.
Programming Tools: HTML, CSS, JavaScript.

LANGUAGE

Native in Japanese. Fluent in English. Beginner French.