

EXPERIENCE

AKASHI-KAMA, Oakland, CA

Designer (Contract)

06.2022 – present

- Research competitor trends and historical references to develop 3 seasonal brand stories
- Prototype digital mockups for manufacturer and marketing use cases to maintain graphic imagery and create techpacks to streamline the development cycle, increasing speed to market by 50%
- Ideate and oversee development of apparel graphics, custom products, and package design from initial concept sketch to final production, introducing touchpoints to reinforce brand story

Designer (Intern)

03.2022 – 06.2022

- Spearheaded expansion of brand identity system, introducing responsive logo variants and motion to unify and develop brand narrative

CALTECH, Pasadena, CA

Research Technician Associate

08.2020 – present

Research Technician Assistant

08.2019 – 08.2020

- Designed, prototyped and coded responsive website for the NASA Lunar Trailblazer mission on a one-month timeline, refining SEO to hit organic search rate of 47% and averaging 690 users per month
- Awarded \$20,000 NASA SCoPE grant to design the brand identity and develop materials for grade-school educational materials in collaboration with NASA SciAct teams
- Developed novel system of identifying and classifying spectral phases in first comprehensive database of 2 million martian meteorite using color theory and machine learning techniques
- Mentored 11 interns across projects including infographic design, interactive digital modeling, geographic information systems, and science journalism, and advanced 4 to long-term positions
- Authored/co-authored 20+ abstracts and publications for Lunar Trailblazer and Mars 2020

KENZO MIURA DESIGN, Pasadena, CA

01.2020 – present

Freelance Designer

- Created cover illustration and designed layout and figures for a 38-page report shared exclusively by the Washington Post on a 2-week turnaround for the Center for Political Accountability
- Coordinated with an international plant-based food startup to conceptualize, iterate, and deliver global market logo design

GENDO TAIKO, Providence, RI

08.2016 – 05.2019

Designer

- Led team of 3 designers from both Brown and RISD in art direction and brand identity design of a 3-month printed poster, film, and media marketing campaign, selling a record high of 1000+ tickets
- Increased content generation, defined brand style guide, and implemented lighting and design in studio setting to photograph group members, increasing social media engagement by 280%

EDUCATION

ARTCENTER EXTENSION, Pasadena, CA

01.2020 – present

- Digital Badge in Graphic Design (GPA 4.0)
- Relevant coursework includes Graphic Design, Essential Typography, Packaging Design, Color Theory, Composition, Interaction Design, & Introduction to Graphic Design
- Awarded Coyne Family Foundation Scholarship and feature on The Dieline for BAKU Shochu Highball packaging project

BROWN UNIVERSITY, Providence, RI

08.2015 — 05.2019

- Sc.B. with honors in Geology-Chemistry (GPA 3.8)
- Awarded top department award for excellence in Academics, Research & Service, Sigma Xi, Dean of the College Award, NASA Planetary Geophysics and Geosciences Research Grant, NASA Space Grant Scholarship (x2), Friends of University of Tokyo Global Leadership Award, Japan Ministry of Foreign Affairs Student Ambassador, JACL Matsui Family Scholarship, and JACL Ohtaki Family Scholarship

RHODE ISLAND SCHOOL OF DESIGN, Providence, RI

08.2017 — 12.2017

- Coursework in Film/Animation/Video

SKILLS

Design: Adobe Photoshop, Illustrator, InDesign, After Effects, Premier Pro, XD, Acrobat; Blender, Figma**Programming:** Python, MATLAB, R, HTML/CSS