



Naoko Okabe
art director/graphic designer

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SUMMARY:

I love designing and solving problems creatively. I'm a talented art director and graphic designer with experience at major advertising agencies who seeks a creative work. I possess a clean design sense, Adobe Creative Suite graphic skills, advanced knowledge of the print production. I possess a keen eye for detail, good organizational skills and a can-do attitude.

EXPERIENCE:

Freelance Senior Art Director (2003-present)

Cline Davis & Mann, Inc., NYC
Medicus Life Brand, NYC
AgencyRx, NYC

- Develop, design and art-direct ads, brochures, visads, iPDF for Playbooks on iPad, logos, calendars, exhibition panels, toolkits, e-mails, iPad presentation, websites, banner ads, kiosks, direct mail kits, packaging and other collateral.
- Art-directed product photo shoots.
- Researched photos and retouched them for conceptual purposes.
- Clients included: Novartis, Amgen, and Pfizer, Genetech, Bayer, Pfizer, and Genetech.

Senior Art Director (2002-2003)

Margeotes|Fertitta+Partners, NYC

- Supervised two other art directors and production artists.
- Conceived and executed concepts and campaigns as the primary art director for a busy retail account, SunCom.
- Presented strategies and layouts to clients.
- Designed ads, logos, stationery and any other imaged related marketing materials.
- Art-directed product photo shoots and researched photos for ads, posters and other collateral.
- Clients included: SunCom (an AT&T company), Independence Community Bank, Godiva, Fabrikant, and Intersect Partners.

Jr. Art Director (2000-2002)

Foote, Cone & Belding, NYC

- Designed and art-directed for print ads.
- Art-directed model and product photo shoots, cast broadcast projects, selected and directed photographers, illustrators and artists.
- Researched photos, illustrations, photographers, illustrators and artists for print ads.
- Partnered with copywriters on general advertising and direct-response concepts.

- Supervised photo retouchers and outside vendors to guarantee high-quality output.
- Clients included: Clairol, Chase, Jamaica Tourism, and Organon.

Associate Graphic Designer (1998-2000)

Foote, Cone & Belding, NYC

- Took ownership and quality-controlled many challenging accounts.
- Redesigned, resized and built mechanicals for diverse ads and collateral.
- Created and retouched images in Photoshop for conceptual use, assisting creative directors.
- Prepared files for digital output and printing.
- Illustrated maps and info graphics digitally.
- Clients included: Northwest Airlines, Starbucks, Nabisco, Oreo, Jamaica Tourism and Fairmount Hotels.

Graphic Artist (1996-1998)

Harrison & Star, NYC

- Created and refined computer mechanicals for ads, brochures, posters and other collateral.
- Scanned and retouched images for conceptual use, assisting art directors.
- Executed art directors' roughs electronically.
- Clients included: Merck (Crixivan), Novartis, Bristol-Myers, Glaxo Wellcome (Wellbutrin), Pfizer (Zolof), and Gilead (Preveon).

EDUCATION:

MFA, California College of the Arts, San Francisco
MA, Art Studio, SUNY New Paltz, New Paltz, NY
Certificate in Web Design, United Digital Artists, NYC
Certificate in Computer Graphic Design, New School, NYC
200-Hour Yoga Teacher Training, Laughing Lotus, NYC
Professional Chef's Training Program,
Natural Gourmet Institute, NYC

SKILLS:

InDesign • Photoshop • Illustrator • Dreamweaver • Flash
• Acrobat • Word • Final Cut Pro • PowerPoint