



Naoko Okabe
art director/graphic designer

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SELECTED 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-direct product photo shoots.
- Research photos and retouched them for conceptual purposes.
- Clients included: Novartis, Amgen, 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.

Graphic Designer/Project Manager (1998-2000)

Foote, Cone & Belding, NYC

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

Graphic Artist (1996-1998)

Harrison & Star, NYC

- Managed and quality-controlled healthcare accounts.
- 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, Fine Arts, California College of the Arts, San Francisco, CA

MA, Ceramic Art Studio, SUNY New Paltz, New Paltz, NY
BA, American Studies, Temple University, Philadelphia, PA
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 • Acrobat • Word • PowerPoint • Excel • Google Doc • Wordpress • NYC Food Protection Certificate • Japanese Language Evaluation Training