

Naoko Okabe

<http://www.naokookabe.com/AD> ~ New York, NY ~ 917-370-1906 ~ okabe.naoko@gmail.com

SENIOR ART DIRECTOR / GRAPHIC DESIGNER

Achieving successful advertising campaigns by creating meaningful visuals and ads

Results-oriented professional artist with eighteen years of successful art direction and graphic design who followed lifelong passion to become a master Vegan Chef. Expertise in managing selective large high profile clients such as AT&T, Chase, Northwest Airlines and Pfizer. Looking to join a fast paced firm that needs seasoned professional Art Director to retain and entice high profile clients.

HIGHLIGHTS

- Designed award winning Chase ad for Addy's New York in newspaper category.
- Single-handedly rebranded and redesigned existing ad campaign for Northwest airline that resulted in quick turn around of new ads.
- Created vegan cheese division (Peace Food Cafe). Sourced recipes, produced cheeses for sale and for use in restaurant dishes.
- Accounts including: Nabisco, Oreo, Jamaica Tourism and Fairmont Hotels, SunCom, Godiva, Clairol, Chase, Jamaica Tourism, Organon Northwest Airlines, Starbucks, Tropicana, Merck, Novartis, Bristol-Myers, Glaxo Wellcome, Pfizer.

ACCOMPLISHMENTS

- As Senior Art Director, supervised team of art directors and production artists.
- Start to finish accountability for creating and presenting strategies and layouts to clients.
- Worked on all mediums and platforms for art design including ads, billboards, ipad presentation, website design, e-blast, banner ads, direct mail kits, iphones, packaging, power point presentations, DVDs, exhibition panels, calendars, brochures, catalogs, logos, story boards for TV and videos, info graphics, maps, posters.
- Countless hours researching visuals and ideas by sourcing photos, illustrations on web and libraries.
- Meticulously calculated material source and sizes for accuracy and high quality output.
- Art-directed model and product photo shoots. Cast broadcast projects. Selected and directed photographers, illustrators and artists for ads and other collateral.
- Conceived and executed concepts and campaigns as the primary art director for a busy retail account, SunCom.
- Managed and quality-controlled many challenging accounts.
- Partnered with copywriters on general advertising and direct-response concepts.
- Art directed, supervised, and corresponded with vendors such as printers, web developers, and programmers.
- Redesigned, resized and built mechanical for diverse ads and collateral.
- Prepared files for digital output and printing.
- Sketched ideas for painters, photo retouchers, programmers and other artists.

EXPERIENCE

Cline Davis & Mann, New York, Freelance Senior Art Director	2004-2016
FCB Healthcare, New York, Freelance Senior Art Director	2015
Publicis Life Brand Medicus, New York, Freelance Senior Art Director	2014
AgencyRx, New York, Freelance Senior Art Director	2006-2013
Margeotes Fertitta+Partners, New York, Senior Art Director	2002-2004
Foote, Cone & Belding, New York, Junior Art Director	2000-2002
Foote, Cone & Belding, New York, Graphic Designer/Project Manager	1998-2000
Harrison & Star, New York, Graphic Artist	1996-1998
Strategic Design, New York, Graphic Designer	1994-1996



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OTHER EMPLOYMENT

Soma-Nutrition, New York, Sous-Chef/Designer 8/2018-Present

- As company Art Director, designs logos, packaging, corporate ID, newsletters and other collateral.
- Create organic seasonal well-balanced meals for clients who have special dietary needs.
- Prepare, plate, style and photograph foods for social media and other promotional purpose.

Peacefood Cafe, New York, Vegan Cheese Maker/Vegan Chef/Vegan Pastry Chef 7/2016-9/2018

- Developed recipes and create delicious artisan vegan cheeses (Brie, Blue, Cheddar, Smoked Gouda, Feta, and Fresh Mozzarella).
- Developed and executed seasonal, original and tasty new menus.
- Baked vegan pastries and cakes, and made other desserts emphasizing, organic and raw.
- Trained other bakers and cooks as needed.

Great Performances, New York, Kitchen Assistant 4/2017-Present

- Prepare, cook, season, assemble, and plate, hors d'oeuvre, salads, main course, and desserts in a speedy and organized manner for weddings and events. Present and serve foods at the station.

EDUCATION / SKILLS / OTHER

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, New York

Certificate in Computer Graphic Design, New School, New York

Professional Chef's Training Program, Natural Gourmet Institute, New York

InDesign • Photoshop • Illustrator • Dreamweaver • Acrobat • Microsoft Word • PowerPoint • Excel
• MS Office • Google Doc • Wordpress • Social Media • Troubleshooting • Advertising • Print •
Web • Digital • Retail • Partnership • Editing • Product Management • Project Management • Time
Management • Fast pace working • Self starter • Team player • Leader • New York City Food Protection
Certificate • Japanese Language Evaluation Training • Culinary Art skills and knowledge • Fine Art
skills and knowledge • 200-Hour Yoga Teacher Training