


Naoko Okabe

Senior Art Director / Senior Visual Designer
Award winning Art Director

 Portfolio: naokookabe.com

 okabe.naoko@gmail.com



PROFESSIONAL SUMMARY

As an award-winning art director with over a decade in creative agencies, I specialize in UX/UI design and human-computer interaction. My natural design instinct fuels innovative and user-focused projects, spanning websites, apps, ads, and displays. A lifelong learner, I ventured into vegan cuisine, merging creativity with culinary arts. With customer service and fine art backgrounds, I offer insights into human psychology and a collaborative spirit to creative teams. My dedication to seamless human-computer interaction guarantees engaging and user-friendly digital experiences.

UX/UI SKILLS

User Research, User Interviews, Competitive Analysis, Personas, User Flows, Pain points and Solution, Information Architecture, Wireframes, Prototyping, Mockups, Animation, Storyboarding, Style Guide, Design System, Usability Studies

SOFTWARE

Figma, Adobe Creative Suite (XD, After Effects, InDesign, Photoshop, Illustrator), Sketch, UsabilityHub

ACCOMPLISHMENTS

- Designed responsive web designs, mobile interfaces, banner ads, and Emails for Merck and Pfizer with user-centered design and accessibility in mind, collaborating with cross-functional teams and stakeholders.
 - Designed a Chase ad that won an American Advertising Award.
 - Single-handedly rebranded and redesigned the existing ad campaign for Northwest Airlines, achieving a quick turnaround of new ads, the clients' happiness, and the creative team's stress relief.
 - Worked on accounts including JP Morgan Chase, Fairmont Hotels, AT&T, Nabisco, Godiva, Clairol, L'Oréal, Island Records, Jamaica Tourism, Northwest Airlines, Starbucks, Tropicana, Dunkin' Donuts, Organon, Merck, Novartis, Bristol-Myers, Pfizer, Bacardi, and Nissan.
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DESIGN PROFESSIONAL HISTORY

Harrison and Star, Remote, Art Supervisor

4/2022-12/2022

- Owned and designed beautiful innovative responsive web designs, mobiles, iPad, and web banners with user-centered design in mind by collaborating with and listening to copywriters, a senior product designer, a marketing strategist, clients, and other stakeholders for Verquvo and Steglatro (Merck) sales reps.
- Completely redesigned and developed existing iPad page layouts and improved their features for Verquvo, still following the brand guidelines and presenting a fresh look that surprised the clients.
- Designed and crafted web and mobile wireframes, prototypes, and style guides for Merck, Pfizer, and Eisai with an awareness of technical constraints and limitations.
- Thought out storylines for promotional videos, and designed and created video storyboards to present to the clients.
- Collaborated with copywriters to conceive new concepts to convey ideas visually and precisely to launch a new campaign that retained clients for the agency.


Cline Davis & Mann, New York, Art Supervisor


2004-2006, 2010-2016

- Successfully designed and executed ads, responsive websites, mobile ads, direct mail kits, packaging, PPT presentations, logos, infographics, icons, and maps for accounts including Sensipar (Amgen), Xarelto (Janssen), Exelon (Novartis), Nasacort (Sanofi), and CelereX and Viagra (Pfizer).
- Created and effectively developed website and mobile wireframes, prototypes, and mock-ups for Sensipar and CelereX.
- Thought out storylines for promotional videos, crafted video storyboards, created and provided necessary assets for video editors to use, and art-directed video editors to cut them in perfection.
- Art-directed photographers for product shoots and developers to build proper websites.

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Margeotes|Fertitta+Partners, New York, Senior Art Director

2002-2004

- Led a team of art directors, graphic designers, production artists, and developers for SunCom, where I provided start-to-finish accountability for creating and presenting strategies and layouts to clients.
- Brainstormed and partnered with copywriters to come up with new concepts for AT&T, Godiva, and Independent Bank.
- Independently designed logos and branding materials for Fabricant and IntersectPartners.
- Designed how-to videos for kiosk.

Foote, Cone & Belding, New York, Graphic Designer/Art Director

1998-2002

- Designed a Chase ad that won an American Advertising Award.
- Single-handedly rebranded the existing ad campaign for Northwest Airlines.
- Art-directed and cast photo shoots for Clairol campaigns.
- Brainstormed and partnered with copywriters to conceptualize new ads for Chase and NuvaRing (Organon).
- Held sole responsibility for print design projects for quality and time management for accounts including Northwest Airlines, Clairol, Tropicana, Oreos, and Fig Newtons (Nabisco).

Education

California College of the Arts, Fine Arts, MFA

San Francisco, CA

Google UX Design, Certification

Google Coursera, Remote

Career Foundry, UI Design, Certification

Germany, Remote

Parsons, Computer Graphic Design, Certification

New York, NY

Natural Gourmet Institute, Culinary Arts, Certification

New York, NY

Laughing Lotus, Yoga Teacher Training (RYS 200)

New York, NY