

YOSHI AZUMA

GRAPHIC DESIGNER

PORTFOLIO: helloyoshi.com

EMAIL: yoshi@helloyoshi.com

TEL: 703.278.2731

TOOLS

- Adobe Creative Suite: Photoshop, Illustrator, InDesign, Acrobat, XD, Lightroom
- Sketch
- Figma
- InVision
- Microsoft Office
- HTML/CSS • Command-line
- WordPress

SKILLS

- Strategic and analytical thinking
- Creative concept development
- Solid foundation of typography, layout, color theory and composition
- Collaborative work style
- Working knowledge of print industry requirements
- Illustration
- Photography
- Japanese fluency

EDUCATION

VIRGINIA COMMONWEALTH UNIVERSITY

RICHMOND, VA

Bachelor of Fine Arts in Communication Arts and Design

Magna Cum Laude

SUMMARY

An accomplished designer and problem-solver with 18+ years of experience in developing and implementing high-level creative solutions for effective and brand-consistent graphic designs, web designs, and user experience design.

PROFESSIONAL EXPERIENCE

WEB DESIGNER (CONTRACT)

06.2020 - PRESENT

WIREWHEEL, ARLINGTON, VA

- Design and develop landing pages and blog posts using the WordPress Divi theme.
- Translate the marketing strategies into effective design solutions while improving the user experience of the website by conducting usability testing, implementing responsive design.
- Implemented the new brand strategy across all deliverables for the multichannel marketing campaigns. Design, develop, and maintain graphics and assets for web applications.

FREELANCE DESIGNER

1.2009 - PRESENT

- Created design solutions that successfully fulfill the goals of various clients while maintaining brand consistency. Provided direction and insight on how to effectively solve complex visual communication challenges, resulting in compelling and impactful design solutions.

DIGITAL DESIGNER (CONTRACT)

12.2019 - 03.2020

HILTON, MCLEAN, VA

- Conceptualized, designed, and executed creative solutions that adhered to 17 brands within the Hilton portfolio. Projects include marketing email design, banner graphics, social media imagery, digital publications, identity design, landing pages, and presentations.
- Collaborated with copywriters, art directors, animators, production designers, account executives, executing multiple high-quality projects in fast-paced environment.

GRAPHIC DESIGNER / CREATIVE DIRECTOR (CONTRACT)

3.2012 - 12.2019

ASSOCIATION OF AMERICAN EDUCATORS, ALEXANDRIA, VA

- Redesigned and responsible for marketing collaterals from conception to production.
- Created a wide range of print and digital projects, including publications, newsletters, logos, icons, infographics, brochures, flyers, signage, digital ads, social media graphics, and illustrations.

GRAPHIC DESIGNER (CONTRACT)

8.2019 - 11.2019

AMERICAN ASSOCIATION OF MEDICAL COLLEGES, WASHINGTON, D.C.

- Designed print and digital materials for communications initiatives under fast-paced turnaround requirements, often resulting in projects delivered on or ahead of schedule while maintaining brand consistency.

GRAPHIC DESIGNER

01.2006 - 11.2009

THE WILLIAMS MCBRIDE GROUP, LEXINGTON, KY

- Collaborated with the creative team to conceptualize and execute ideas for cross-platform campaigns, including concept development, art direction, conference signage, print collaterals, and illustrations.
- Received the American Advertising Federation (AAF) District 5 ADDY Silver Award for the logo and visual identity project.

GRAPHIC DESIGNER / ART DIRECTOR

09.2003 - 01.2006

VERDE GROUP, LEXINGTON, KY

- Managed numerous projects from conceptualization to completion, under tight deadlines, all while providing clear and effective communication to both clients and vendors to ensure high-quality deliverables.
- Responsible for supervising and working as a point of contact for the graphic design team.