
EXPERIENCE

Visual Designer with proven experience solving problems and building dynamic, user-friendly interfaces that are accessible and engaging.

WEB DESIGNER 06.2020 - PRESENT

WIREWHEEL, ARLINGTON, VA

- Designed marketing landing pages from initial ideation, wireframes, high-fidelity mockups and prototypes using Figma. Built the brand-consistent and responsive web pages with the WordPress Divi theme and CSS.
- Responsible for the user experience improvement by conducting user research and data analysis, resulting in a 9% bounce rate decrease on campaign pages.
- Worked with an external web development team to ensure proper implementation of design changes and components to improve the user experience of the website.
- Designed and implemented the brand strategy across all deliverables for the multi-channel marketing campaigns via marketing partnership, contributing to a \$20M Series B funding.

DIGITAL DESIGNER 12.2019 - 03.2020

HILTON, MCLEAN, VA

- Conceptualized, designed, and executed creative solutions that adhered to 17 brands within the Hilton portfolio. Projects included marketing email, banner graphics, social media graphics, social media engagement campaign, digital publications, identity design, landing pages, storyboards for video productions, and presentation decks.
- Collaborated with copywriters, art directors, animators, production designers, account executives, executing multiple high-quality projects in a fast-paced environment.

FREELANCE GRAPHIC DESIGNER 01.2009 - 01.2020

- Produced creative solutions that consistently communicate positioning and messaging through all brand touchpoints (including logos, print, web, social media, events, marketing collateral, illustration, etc.) for various clients, including nonprofits, startups, and small businesses.

03.2012 - 12.2019

ASSOCIATION OF AMERICAN EDUCATORS, ALEXANDRIA, VA

- Led the effort to refresh the brand voice and marketing materials that contributed to an 85% membership increase and a \$1.8M increase in revenue over time in the competitive market.
- Created a wide range of print and digital projects, including publications, monthly newsletters, event logos, icons, infographics, brochures, fliers, signage, digital ads, social media graphics, signs, and illustrations, increasing visibility & supporting marketing efforts.


08.2019 - 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, design, and execute ideas for cross-platform campaigns and a wide range of projects including concept development, branding, art direction, conference signage, print collaterals, and illustrations.
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YOSHIKA AZUMA

VISUAL DESIGNER

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.

VOLUNTEERING

WEB DESIGNER

Japanese Education Institute, Inc.

2010 - 2019

ASSISTANT DIRECTOR OF MEMBERSHIP

Louisville Graphic Design Association

2008 - 2010

RECOGNITIONS

ESSTEEM RURAL GAP EQUALITHON

MAY 2021

Winner

LEXINGTON ADDY

2007

Gold and Silver Awards

LEXINGTON ADDY

2006

Judge's Choice, Gold and Silver Awards

LOUISVILLE GRAPHIC DESIGN ASSOCIATION 100-SHOW

2010

Silver Award

AFF DISTRICT 5 ADDY

2006

Silver Award

EDUCATION

VIRGINIA COMMONWEALTH UNIVERSITY

Richmond, VA

Bachelor of Fine Arts in
Communication Arts and Design

SKILLS & TOOLS

Adobe Creative Cloud

Acrobat
Dreamweaver
Illustrator
InDesign
Lightroom
Photoshop
XD

Figma
Sketch
InVision
HotJar
HTML/CSS
Command-line
WordPress

Google Workplace
Microsoft Office
Monday
Jira
Trello
Illustration
Photography
Japanese

SKILLCRUSH

User Experience Design

2021

