

TOMO HOTTA

GRAPHIC DESIGNER

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OBJECTIVE

Seeking a position in which I utilize my skills to produce compelling contents for multiple media platforms with cross-functional teams.

EXPERIENCE

Graphic Designer

Henkel Culver City, CA | 3/2020 - 6/2024

- Developed and executed comprehensive sales collaterals to support the sales team in driving revenue growth.
- Designed in-store marketing materials such as shelf strips, display headers, and additional promotional assets, ensuring consistent brand visibility and enhancing customer engagement.
- Created a range of visually compelling web banners for the Kenra Professional website and social media platforms, contributing to the company's online presence and customer acquisition efforts.
- Designed professional presentation materials, effectively communicating product benefits and company goals to stakeholders and customers.

Senior Graphic Designer / Art Director

Spire Creative New York, NY | 4/2011 - 11/2019

- Managed and coordinated creating commercial real-estate marketing collaterals from concept through completion in a design agency environment.
- Developed multiple concepts for branding the assets in the market to help clients' needs.
- Consulted freelance designers, 3D modeling artists, web developers and print vendors to meet all project requirements.
- Juggled multiple projects and helped other designers to meet highly-tight deadlines.
- Created Keynote Presentations for pitch to new clients.
- Coordinated with IT consultants and worked as an in-house IT to solve internal server and computer issues.

Freelance Graphic Designer

AD Boutique Inc. New York, NY | 4/2010 - 3/2011

- Created direct-mail materials and campaign materials for a non-profit organization for UNICEF.

One Source Visual Solutions New York, NY | 2/2009 - 3/2010

- Retouched and color-corrected cosmetic product images for final output.

Graphic Designer

Spire Creative New York, NY | 10/2006 - 1/2009

- Designed and created commercial real-estate marketing materials from concept through production, such as offering memorandums, brochures, web-burners.
- Created key-visuals, such as logos, maps and site-plans.

ACHIEVEMENT

- Spearheaded the design and execution of sales collateral at Henkel, enhancing customer engagement, which contributed to a significant increase in revenue.
- Played a critical role in enhancing online customer acquisition by developing visually appealing web banners and social media content for Kenra Professional.
- Directed end-to-end branding and strategies for commercial real estate projects at Spire Creative, successfully meeting client needs in high-pressure environments.

TECHNICAL PROFICIENCY

Platforms

Mac OS, Windows

TOOLS

Design

Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat, Dream Weaver), Microsoft Office Suite (Word, Excel, Outlook, PowerPoint) Keynote.

Photography

Digital SLR

Experienced in product photo shooting & retouching product images.

EDUCATION

Front-End Web Development

General Assembly

Los Angeles, CA

Continuing Education - Fine Arts

School of Visual Arts

New York, NY

A.S. in Multimedia Design

Borough of Manhattan College

New York, NY

Languages

English / Japanese

PROFESSIONAL CLIENTS

Retails Industry

Henkel • Kenra Professional • Canon USA • Kenneth Cole Reaction • BCBG • Nordstrom • Dillard's • Tommy Bahama • Macy's • Family Inada • Free Style

Real Estate Industry

Eastdil Secured • Holiday Fenoglio Fowler • Grubb & Ellis • Jones Long Lasalle • CBRE • Vornado Realty • Avison Young • Mill Creek • NGKF Capital Market • Colliers International • Cushman Wakefield • Robert Douglas