

TOMOYO HIROISHI DESIGN & ART STUDIO

1700 Lexington Avenue #4
New York, NY 10029

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www.tomoyohiroishi.com

917.952.3437

INTRODUCTION

Hello!

I am an imaginative, ardent artist and a creative director based in New York City.

I have over 25 years of professional graphic design experience and broad skills that include branding identity/marketing graphic design for retail, commercial, finance and fashion industries. I am also a passionate illustrator having had my work published in educational, cultural, social and non-profit sectors.

I am always eager for challenges that require creativity and problem-solving, integrating tactical approach and innovative functional design to improve visual communications.

FREELANCE CLIENTS

- Morgan Stanley (New York & Tokyo) •
- United Nations (New York & Myanmar) •
- WMS Partners • Tokyo Chamber of Commerce
- Louis Vuitton (Paris) • The Jewish Board •
- Cloud Catering & Events • Home Depot •
- SGK, Inc. • White & Case • Alba Linda Tokyo

SKILLS

Software knowledge in Adobe Creative Cloud and Microsoft Office

Strong illustration skills from technical to creative, including drafting story board concepts

Platform fluency in Mac OS X and Windows XP

Language proficiency in English, Spanish and Japanese

EDUCATION

Bachelor of Fine Arts in Graphic Design
Boston University, School for the Arts 1997
Summa Cum Laude Honors

EXPERIENCE

Tomoyo Hiroishi Design & Art Studio | New York, NY | 01.2018 to Present

Freelance Creative Director / Designer / Illustrator

Specialize in Identity Design, Brand Guidelines, Brand Strategy, Marketing Collateral Materials, Brochure, Website Design, Social Media/Digital Assets, Infographics, GIF Animation and Illustration

RR Donnelley | New York, NY | 06.2009 to 12.2017

Creative Director / Account Manager

Account: Credit Suisse

Produced marketing collateral materials based on branding guidelines • Created revised branding guidelines, templates, estimates and stylesheets to streamline process • Project managed over 200 events and internal communication materials • Mentored art directors to produce targeted materials on-brand and on-time

Creative Director

Account: DSG

Worked with the executive creative director to produce a robust branding guidelines and over 40 collateral materials' templates for the DSG brand, a design agency

Associate Creative Director

Account: Target

Art directed on-figure photo shoots for Target Canada weekly circulars • Supported the creative team and crew to achieve the company's vision, brand and seasonal campaign strategies based on current fashion trends and relevant essential message • Supervised and guided the photo art directors in remote cities to successfully execute consistent branded visuals

Senior Art Director

Account: Morgan Stanley

Administered and mentored a group of 10 designers and production artists to collaborate in projects ranging from high-end collateral materials for concierge financial advisors, to Firm-wide external advertising and website design • Worked closely with the Creative Director, Project Managers and high-net worth clients to strategize each project ranging from transactional jobs to long-term high-budget pieces • Contributed in standardizing the consistency of the new branding guidelines for the retail business • Teamed up with the web group to work on several interactive animation projects and public website re-design initiative by providing story board and concepts

Art Director

Account: Sony Music

Worked on production and design of over 30 point of sale pieces, packaging and advertising materials for NJOY, a trademark electronic cigarette company • Developed and designed a logo guideline for NJOY to be used internally and externally • Worked on production and design for American Express Gift Card packaging, KPMG and MTA campaign posters • Project managed production of pre-press materials of all outgoing packaging for Columbia, EPIC, RCA, Sony Classics and Sony Latin labels

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OTHER ACHIEVEMENTS

Winner of the **Domaine Bertagna Wine Label Competition** 2021, Burgogne, France

Winner of the American Express-sponsored **Shop Local Illustration Award** 2018, Tokyo Japan

Finalist for the 2018 **Tapirulan Cultural Association's Illustrators Contest** and selected work exhibited in Cremona, Italy

Coloring book illustration and design commissioned by the **United Nations** campaign for the Global Sustainability Development presented by UNESCO

Solo exhibit of artwork digitally printed on wood featured in **MannMade Gallery**, Puerto Vallarta, Mexico

Illustration published for digital **Guernica Magazine** interview segment *Kamal Aljafari: Unfinished Balconies in the Sea*

Essay and artwork contribution as a featured artist for a bilingual text book, **Portales**

Essay and artwork contribution for **Encounters – People of Asian Descent in the Americas**

Essay and artwork contribution for the curriculum book for Stanford University, **Japanese Migration and the Americas: An Introduction to the Study of Migration**

Illustration and poem contribution for the design magazine issue of **a! diseño**

Guest Art Teacher for a summer program at the **Elmont Union School**, Long Island City

Guest Speaker/Featured Artist for Asian and Middle Eastern Literature and Art class at **Columbia University**

THANK
YOU!



EXPERIENCE

(continued)

Lehman Brothers, Inc. | New York, NY | 04.2001 to 09.2008
Assistant Vice President / Senior Graphic Designer

Collaborated with the creative director to develop and launch new global branding guidelines for print and online collateral that reflected the company's "One Firm" positioning • Worked closely with senior internal clients to understand specific business objectives and deliver design solutions that support these goals, while maintaining the Firm's brand standards • Developed corporate identity systems for a variety of subsidiary businesses • Designed internal and external communication materials • Created and executed design concepts through a variety of media (electronic, animation and print) • Partnered with cross-functional teams to ensure project objectives, budgets and timelines are met • Ensured quality control of high-end print collateral by supervising mechanical production and press check procedures • Supported the Firm's cost saving initiatives by volunteering photography and illustration skills as well as Spanish and Japanese translations for regional collateral

Tomoyo Hiroishi Design | Mexico City & Tokyo | 06.1998 to 03.2001
Freelance Designer / Illustrator
Client: Rosemary Martinez Design Studio | Mexico City, Mexico

Designed and produced marketing materials for various industries and target audiences • Implemented corporate branding systems that met the business's specifications utilizing a variety of media • Worked closely with the print vendor to ensure cost-effective and accurate print production process

Freelance Designer / Illustrator
Client: Owl, Inc. | Tokyo, Japan

Designed invitation and collateral marketing materials for classical music events • Proposed cost-efficient marketing strategy to meet both the event's objective and its high-end visual campaign

World Times, Inc. | Boston, MA | 05.1997 to 05.1998
Graphic Designer/Illustrator

Designed layout for monthly and bimonthly global newspaper publication, The World Paper, and the quarterly special edition, The White Paper • Designed conference invitations, logos, brochures and folders • Provided editorial illustrations for all publication issues • Proofread the Spanish edition

VOLUNTEER AFFILIATIONS

New York Cares • Habitat for Humanity (Ecuador and New York)