

Masafumi Inaba

Senior Designer / Art Director

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Work Experience

Senior Designer, AKQA, 5/2018 - Present

- is in charge of art directing and designing advertising and digital projects for BMW/MINI, American Express, Apple, Netflix, WingArc1st, Here, Google, and KPMG.
- collaborates with other AKQA branches including New York, Shanghai, Melbourne, and London to do some global projects together.
- is responsible for leading digital projects with UX/UI designers from the Melbourne, London, and New York offices.

Art Director, 1Pac, 11/2015 - 4/2018

- art directing and designing digital projects for major national clients such as Shiseido, Morisawa, Issey Miyake, PARCO, Panasonic, Fuji Film and etc.
- managed 4-5 designers as a design team leader.
- developed communication concepts for projects.
- project managing, budgeting and assigning external designers and photographer.
- was responsible for managing all staffs in Tokyo as a manager.

Graphic Designer, Thomas Manss & Company, 09/2011 – 09/2015

- in charge of Bowers & Wilkins, The Ritz-Carlton, Kyoto, McLaren, Ivory Press, Prestel and more clients.
- have done variety of projects including packagings, websites, brochures, promotion tools, exhibition panels and etc.
- photo direction for Bowers & Wilkins packaging and website.

Founder, Sakura Front, 03/2011 – Present

- founded a charity project for Japan after the earthquake and Tsunami with my friends.
- was in charge of planning, schedule management, budget management and PR on our website and facebook.
- organized more than 20 workshops to make the brooches and a big charity event to welcome the governor prefecture from Miyagi with Terp London and Japan Local Government Centre.

Editor in Chief, Art Glossary Magazine, 01/2011 – Present

- founded free art and design magazine with Lio Yeung.
- designed the magazine and website.
- managed content, schedule, and budget.

Graphic Designer, Freelance, 2009 – Present

- worked on branding for small businesses owners.
- built and launched more than 20 wordpress websites.
- created brochures, adverts and exhibition panels including photo retouchments for YUKO hair salon.

Web Director, Takeda Printing, 6/2010 – 9/2010

- created the company's website with the designer and developer team.
- worked with web designers and system engeneers to develop and customize a big item reserach system.
- managed schedule and content to complete building an entire website in 3 months.

Creative Director, DISCO, 4/2007 – 04/2009

- worked for more than 30 clients including Hitachi, Nomura Securities, SONY, Richo and Nikkei.
- created corporate/recruitment brochures and websites.
- managed projects and lead a creative team, designers, photographers, and writers.

Art Director, Eugene Walker (Japanese Free Magazine), 3/2006 – 3/2007

- worked with writers and other designers.
- renewed whole layouts and created a new logo for the magazine.

Graphic Designer, CASLS, 6/2006 – 03/2007

- created graphics for CASLS website.
- edited a promotion movie for a Chinese program.
- worked with professional language coordinators.

Education

MA in Graphic Design Communication,
Chelsea College of Art & Design, 10/2010 – 09/2011

Central Saint Martins College of Art & Design,10/2009/ – 03/2010
Graphic Design Portfolio Course(Full-time course)

BA in Digital Arts, University of Oregon, 03/2007, GPA 3.77

Multimedia, Lane Community College, 03/2005

English Literature, HOSEI University, 03/2003

Skills

Graphic Design,Web Design, App design, HTML+CSS, Wordpress, Illustration, Editorial Design, Photography, Character Design, Poster, Flyer, and Movie.

Software

Photoshop, Illustrator, Indesign, Figma, Sketch, Adobe XD, InVision, Dreamweaver, Wordpress, Premier, After Effect, and Mac OS X & Windows.

Award

62th Catalogue exhibition Silver Award
American Express Platinum Card brand book

Media**Speaker at Adobe Max 2016**

Topic: How to select fonts to improve websites and movies
<http://www.adobe.com/jp/creativecloud/events/maxjp-video-archive.html>

Worldwide Graphic Design ASIA, Zeixs, Berlin

IdN: Post of the month

Hakuhodo (a leading Japanese advertising agency)

Earthquake disaster recovery + Design competition – Finalist

324690 by Unit

Creativepool

Languages

English: Business level

Japanese: Mother language

References available on request