



## URARA ITO

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## EXPERIENCE

**Yahoo! JAPAN, Tokyo, JAPAN** **Apr. 2015 – Present**

**Designer at Marketing Solutions Division**

- Providing design solutions with both excellent visuals and UX for variety of B to B services to achieve their KPI.
- Designed online ad management tool.
- Worked as a visual designer in a team consisted of business planner, marketer, UI designer and Engineer to invent a new service.
- Created short movies and After Effect Templates for clients' SNS promotions.

**Redcarpets.com, New York, USA** **Jan. 2015 – Present**

**Freelance Graphic Designer**

- Engaged in renewing an e-commerce website with creating graphic elements including digital ads, product shots, and graphics for promotion on SNS sites.
- Designed variety of catchy logos and icons for semi-custom products.

**Viacom Media Networks, New York, USA** **Sep. 2014 – Dec. 2014**

**Graphic Design Intern at Nickelodeon Creative Resources**

- Designed co-branded products and packages with licensed characters. Clients included MAC Cosmetics, S.C. Johnson & Son, Walgreens, and Georgia-Pacific LLC.
- Made professional mock-ups proposing character collaborations using Photoshop to present to outside companies.
- Created patterns, type treatments, and illustrations to apply to future products, including toys, apparel, and packaging.

## EDUCATION

**Parsons The New School for Design, New York, USA** **Dec. 2014**

Associate of Applied Science in Graphic Design  
Dean's list GPA 3.82

**Parsons The New School for Design, New York, USA** **Summer 2013**

Summer Intensive Program in Graphic Design and Illustration

**Tama Art University, Tokyo, Japan** **Mar. 2013**

Bachelor of Fine Art Degree in Art Science  
Concentration: Research in design history and contemporary design.

## SKILLS

**Technical:** Adobe CC Photoshop, Illustrator, InDesign, After Effect, HTML5, CSS3

**Design:** Typography, Illustration, Color Theory, UX Design, UI Design, Responsive Design

**Language:** Fluent in English and Japanese