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Innovative, accomplished Creative Director showcasing 20+ years championing design solutions that integrate and anticipate consumer trends while remaining captivating and unique. A keen visionary delivering key strategic insights while orchestrating content, narrative, and creative solutions for high-profile clients and companies. Known as an inventive creator, decisive, fair, trustworthy, thought leader, and excellent communicator with a natural gift for collaborating with diverse teams, tracking timelines, and meeting nuanced digital and product design client specifications. Accustomed to performing in deadline-driven, fast-paced environments, and expediting projects to secure on-time completion within budget. Spearheads multilayered, high-visibility, revenue-driving design campaigns while delivering products that exceed client expectations.

Career Highlights:

- ★ **Named runner-up winner** of the annual HAAA (Hokkaido Advertising Agencies Association) design competition in 2017 and a member of the Excellence Award teams in 2019 and 2021 at Insight Inc.—the only foreigner to win these awards out of hundreds of other creators from prestigious ad agencies like Dentsu, Hakuhodo, and Tokyu Agency.
- ★ **Partnered with a team that won** the Oracle Excellence Award in 2015 at Insight Inc. Assisted team by designing, shooting/editing the promotional video presented to Oracle, one of the largest software companies in the world.
- ★ **Championed and enlisted** highly-skilled teams from Nepal, Thailand, and India to collaborate with Insight Inc. in successfully creating multiple TV commercials with Hollywood-level CG visual effects for the Hokkaido Nippon Ham Fighters pro baseball team—after every other agency/design studio in the prefecture rejected the project.
- ★ **Was an original member** of Streamline Learning Systems who helped grow the company from three members in a basement into a multi-million-dollar business in 5 years, with a client list that included government agencies and global corporations.

Competencies that Deliver Board and Business Value

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|----------------------------------|----------------------------------|-------------------------|
| ● Global Brands | ● Leadership Development | ● Creative Strategy |
| ● Digital & Product Design | ● Project Management | ● Strategic Consulting |
| ● Cross-Functional Collaboration | ● Client Relationship Management | ● Organizational Design |
| ● Written & Oral Communication | ● Change Management | ● Business Development |

Professional Experience

Insight Inc., Sapporo, Hokkaido, Japan

2015 - Present

INTERNATIONAL CREATIVE TEAM DIRECTOR/SENIOR VIDEO EDITOR/GRAPHIC DESIGNER/VIDEOGRAPHER

- Managed and supervised a high-performing team of 5 direct/15 indirect reports, guiding creative teams overseeing multiple projects, including a \$300k project delivered. Global team management encompassed 12 countries.
- Charged to lobby and enlist skilled professionals/creators including Academy Award-winning CG VFX artists, acclaimed music producers, Disney animators, traditional illustrators, voice actors, content writers, language translators, and web coders.
- Navigated and oversaw multifaceted administrative functions which included reducing production costs by over 75%, negotiating \$20,000+ contracts, and ensuring creative professionals were promptly paid for services rendered.
- Achieved a 100% completion record for spearheading all projects managed for the past 8+ years, guiding all phases of the project lifecycle from ideation through production—on time and within specified budgets.
- Supported all aspects of media projects including initial concept planning, marketing strategies, storyboarding, script writing, graphics design, photo/videography, video/audio editing, visual effects, color grading, 2D/3D animations, language translations, multi-team management, final approvals, client relations, and budget reporting.
- Collaborated with colleagues and cross-functional teams internally and externally to achieve project milestone targets, leveraging stellar communication/interpersonal strengths to promote healthy team relationships and build trust.

Trinita Studios, Sapporo, Hokkaido, Japan

2008 - Present

INDEPENDENT DIGITAL MEDIA FREELANCER/CONSULTANT

- Supported the creative direction and provided strategic guidance to create and manage over 100 multimedia projects including graphic design, video editing/website development; developed a proven industry track record for managing complex assignments, guiding high-profile clients, executing creative ideas, and contributing to strategic development.
- Collaborated and brainstormed innovative concepts/ideas with freelancers, design studios, and coding firms to devise engaging multimedia strategies that optimized marketing efforts for small businesses/corporate institutions, and international government sectors.
- Analyzed, evaluated, and interpreted client business objectives/requirements and crafted thoughtful, data-driven, thoroughly-researched solutions which translated initiatives into compelling, highly marketable design products.

LEAD ENGLISH INSTRUCTOR / CURRICULUM MANAGER

- Showcased exceptional coaching, training, mentoring, and written/verbal communication skills while teaching English to hundreds of Japanese students, ranging from toddlers to school students, industry professionals, and seniors.
- Employed robust organizational strengths to concurrently manage multiple priorities like curriculum development for a multi-national team of instructors; event planning; interview meetings; and new-hire training—comprising Human Resources and company branding/marketing initiatives through design, photography, and videography.
- Coordinated with a 10-member office staff to maximize student performance and oversee student-level reporting in a bilingual environment.
- Formulated and implemented an innovative, nuanced curriculum that provided a valuable learning experience while simultaneously engaging the students.

Previous Roles:

LEAD GRAPHICS AND WEB DESIGN INSTRUCTOR - Japan International Cooperation Agency / **ASSOCIATE DEVELOPMENT LEAD** – Streamline Learning Systems, Inc. / **GRAPHICS DESIGN AND WEB CREATION CONTRACTOR** - Chameleon Media Works

Strategic Initiatives

Insight Inc.**INTERNATIONAL CREATIVE TEAM DIRECTOR**

- Hired as only the 2nd foreigner in 50 years at this Japanese ad agency and within a few months was selected by company executives to recommend strategic initiatives and deliver a performance improvement report to compare the differences of Western-style corporate culture. Advocated for a better work/life balance, streamlined design processes (particularly video workflow), and built a supportive culture.

SENIOR VIDEO EDITOR

- Tapped to oversee all projects requiring video creation for being the only professional video creator at the company, and communicate with overseas clients/partners as the only native-English speaker.

Education

Thompson Rivers University, Kamloops, BC, Canada**DIGITAL ART AND DESIGN DIPLOMA**

Relevant Coursework: Communications Graphics, Graphic Design, Desktop Publishing & Digital Prepress, Multimedia, Animation, Online Publishing, Data Analytics

Awards/Honors: Achieved the 2nd highest score amongst graduates (only 10 students of 40 who began the program graduated because of how difficult/stressful courses were).

Additional Credentials

Technical Skills:	For over 2 decades, I have built desktop computers from parts selected for their quality and price point, whether for personal use or my companies. Maintenance, security, and backups have always been a priority to ensure client project processes.
Generative AI:	Experience with AI prompting, including ChatGPT, Google Bard, and Adobe Firefly.
Affiliations:	Facebook photography groups: Hokkaido Photographers and Sapporo Camera Department
Languages:	English (Native), Cantonese Chinese (Conversational), Japanese (Conversational)
Honors & Awards:	Hokkaido Advertising Agency Association - 2017, 2019, 2021 Excellence Awards / Oracle Japan - 2015 Excellence Award Specialized Partner of the Year: Region Best Cloud
Interests:	Animal Rescue and Care Taking (2013-2023), welcoming 4 rescued dogs into our home. Family, Photography, Videography, Movies, Video Games, Reading, Playing the piano, Auto Racing, Ice Hockey, Basketball, Soccer, Skating, and Skiing
Other Honors:	Tekken 6 BR (video game) - 2010 Tournament Ranked 3rd in Hokkaido Prefecture / Grim Dawn (video game) - 2023 Team World Record Holder clearing Shattered Realm level 210

Addendum

Projects

Insight Inc.

Hokkaido Nippon Ham Fighters, Hokkaido, Japan: 2015-2023

- Monthly broadcast TV commercials, promotional videos, digital signage, poster designs, and web games were created for the professional baseball team's many advertising campaigns and marketing initiatives. Shohei Ohtani, now arguably the sport's best player ever in the world, was featured on many of these digital products.

Hokkaido Advertising Agency Association, Sapporo, Japan: 2017

- In celebration of Hokkaido Prefecture's 150th birthday, and promoting HAAA's annual design competition, a newspaper ad, radio spot, and subsequent award-winning TV commercial, were produced. It was Insight's first time in its 50-year history to create an entire 3D computer graphics advertisement.

Aeon Co., Ltd., Hokkaido, Japan: 2017-2019

- "Aeon The Table" was a series of 93 mini cooking videos that were displayed on digital signage throughout their super markets and on their official YouTube channel, and included specialized QR Codes that forwarded shoppers to the recipes online.

Daiwa House, Hokkaido, Japan: 2019-2023

- Multiple broadcast TV commercials, web promotional videos, and digital signage were produced to promote Japan's largest real estate corporation and their latest residential construction projects for both home buyers and investors.

Finnair, Helsinki, Finland and the Hokkaido Government, Hokkaido, Japan: 2019

- Two fully 3D-animated video advertisements and one movie cinema commercial, incorporated into a new marketing campaign package, including a display booth in Helsinki International Airport, promoting the new and only direct flights between Europe and Shin Chitose International Airport.

Hokkaido Tourism Organization 2021-2023

- A series of 30 Instagram videos were produced for the "Welcome to Sapporo" campaign, as well as two 4K cinematic seasonal movies, featuring a multi-national cast, camera team, and production crew. Separate videos were also created to showcase other highlights of Hokkaido, including the indigenous Ainu people and Ishikari and Eniwa cities.

Triniti Studios

Bosch, Tokyo, Japan: 2010

- Flash animation and interactive automotive product lineup information implemented onto their corporate webpage.

Oshima Uco Furisode Collection, Tokyo, Japan: 2012

- Design of two 1080HD promotional web videos, produced in collaboration with Sapporo Mariage, featuring the AKB48 J-pop star's furisode kimono lines for fashionable young women coming of age.

Troinet, New York, USA: 2014

- New corporate branding for Facebook and Twitter, and a technology-oriented 40-second 1080HD video, including music and voice-narration, all produced within a two-week turnaround.

Toyo University, Tokyo, Japan: 2016-2020

- A series of over 20 lecture videos taken from actual classes with introductions for each course, ranging from English literature to molecular science, were edited and produced to help promote the university's diversity and academics.

LeTAO, Otaru, Japan: 2016

- Shooting, editing, animating, and editing of seasonal promotional videos, including campaigns for Christmas, Halloween, and Mother's Day, created to be displayed on in-store digital signage and across social media.

Dinis & Kiki, Macau, China: 2018

- A private pre-wedding video shot in multiple locations throughout Hokkaido prefecture over 3 days. Directed a crew of 3 videographers, a drone pilot, a stylist, and a post-production team using the latest CG VFX technologies and matte painting techniques at the time.

Hokkaido University Engineering Liaison Office, Sapporo, Japan: 2018

- Several versions of a 3D logo animation were produced as introductions and segways for the university department's videos and presentations.

Coop Sapporo, Sapporo, Japan: 2019-2023

- The Japanese cooperative's annual Corporate Social Responsibility reports were translated and localized to English and Vietnamese, utilizing multiple passes of native-language checks, creating full redesigns of the book's layout, and optimizing project efficiency with milestone scheduling by all remote team members.