

# H A R U K A S A T O

✉ hereisharuka923@gmail.com

☎ (+81) 080-5726-4463

📁 harukasato.com pass:alohomora

## PROFILE

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A thoughtful and versatile designer/illustrator with a passion for bringing meaning to designs through artistic interpretation and intellectual reflection. A keen leader with a strong ability to enhance collaboration and alignment through creative processes. Seeking opportunities in concept art, animation, graphic design. Fluent in English and Japanese.

## WORK EXPERIENCE

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- 2021-present** **Juniper - Merchandise Designer - San Jose, CA**  
CONTRACT Ideates physical products and packaging for manufacturing (Plush toy, Pullover Sweater, T-shirt, Blanket, Jewelry, Hat, Flip Flop,) to express and grow various creator brands (**Illustrator, Photoshop**). Communicate solutions to evolve the company's business model and internal creative processes.
- 2021-present** **The Routing Company - Graphic Designer - San Jose, CA**  
CONTRACT Establishes new visual brand for company's app, PINGO. Implements an effective creative direction, brand consistency on company templates, reports, newsletters, ads, and merchandise. (**Google Slides, InDesign, Figma, Photoshop, XD**).
- 2022** **ITEC Entertainment - Environment Color Designer/Painter - Kanagawa, JPN**  
FREELANCE Constructed vivid color scheme and solutions to enhance the visual concept. (**Photoshop**).
- 2021** **Cedar Psychiatry/Novamind - Illustrator - San Jose, CA**  
CONTRACT Developed the brand visions and digital communication assets for a variety of blog posts, articles, social media, and website (**Illustrator, Figma, Photoshop**).
- 2021** **iDTech - Online Adobe Instructor - San Jose, CA**  
CONTRACT Taught 10+ elementary to high school students how to use art tools (**AfterEffects, Photoshop, Premiere**). Solidified the students' visions and goals for their creative graphic/YouTube projects.
- 2020-2021** **Find My Parent - Social Media Content Creator/Japanese Translator - Morgan Hill, CA**  
CONTRACT Researched user base to better comprehend the social issues being addressed by the company and determine writing style and voice in Japanese. Collaborated with the engineering team to prototype visual mock-ups and layouts for company website (**InDesign, Photoshop, Jira, Wix**).
- 2020** **Bioinsider - Lead Graphic Designer - Woburn, MA**  
CONTRACT Lead end-to-end design efforts, from research and concept through re-branded launch; this lead to increased user engagement resulting in 125-135% attendance rate for targeted virtual events and gaining 5 presses/media and 3 sponsors (**Illustrator, Photoshop, WordPress, XD**). Documented a step by step brand production guide (i.e. color scheme, specific setting, fonts etc).

## PROJECTS AND VOLUNTEER EXPERIENCE

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- 2021-present** **Fast Forward to Forever - Background Artist, 2D short film**
- 2018-2020** **Rowdy Rumble - Visual Development/Social Media Coordinator, 2.5D fighting game**  
Explored and finalized characters, backgrounds, and game UI/UX (**Maya, Premiere, Photoshop**). Spearheaded campaigns on Instagram and Kickstarter and coordinated merchandise production.
- 2019-2020** **Let's Eat - Concept Artist, 3D short film**
- 2018-2019** **Centaur Hunter - 2D Animator/End Credit Artist, 2D short film**

## EDUCATION

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- 2017-2020** **Animation/Illustration, San Jose State University**  
QUALIFICATION Bachelor of Fine Art, **GPA 3.4**  
AWARDS *President's Scholars Fall 2017, Dean's Scholars 2018, Golden Editing Award 2018*
- 2015-2017** **General Studies - Arts and Humanities, Art Illustration, Palomar College**  
QUALIFICATION Associates Degree, **GPA 3.8**

## SKILLS AND SOFTWARE

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- Skills** *proficient in* (Background Painting, Branding Design, Calligraphy, Color Design, Environmental Design, Graphic Design), *familiar with* (2D Animation, Digital Sculpting, Social Media Marketing, Layouts, Prop Design, UI Design, Video Editing, Web Design), *basic knowledge in* (3D Modeling, Production Management)
- Software** *proficient in* (Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Figma, Google Suite), *familiar with* (Adobe Premiere, Adobe Spark, Adobe XD, Harmony, Procreate, StoryboardPro, Maya, Microsoft Office Suite, ZBrush), *basic knowledge in* (Adobe After Effects, Adobe Media Encoder, Substance Painter)
- Featured in** The Walt Disney Family Museum (Conserving the Magic of Our Planet: A Virtual Community Art Exhibition 2021), Art of Let's Eat (book) 2020, Social Policy Pipeline Gallery 2018