



Janelle Otsuki

SENIOR ART DIRECTOR

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A little about me

I am a creative professional with over 12 years of experience specializing in branding and ecommerce design.

Skills

DESIGN

Graphic Design
Branding & Identity
Logo Design
Visual Design
Creative Strategy
Web Design
Ecommerce Design
Creative Direction
Photo Art Direction
Concept Development

TOOLKIT

Photoshop
Illustrator
InDesign
Adobe XD
Lightroom
Premiere Pro
Sketch
Canva
Wix
Shopify

LEADERSHIP

Hiring Designers & Art Directors
Training New Hires
Team Resourcing
Managing Design Teams
Mentoring Designers
Creative Operations

Education

San Diego State University

BA in Marketing | Graduated 2007

Employment History

Senior Visual Designer

MyFitnessPal | 2021 - Present

- Translated complex concepts into simple and elegant experiences that satisfy both business and user needs.
- Contributed and advocated for visual design standards, branding and language to create a consistent experience between product and marketing.
- Consistently elevated and evolved visual design and brand.
- Lead marketing design initiatives from concept to execution across various campaigns and projects.
- Generated innovative ideas to promote the brand and engage target audiences
- Lead and mentored a team of designers, providing guidance and feedback

Creative Director (Contract)

Stone & Leaf CBD | 2020 - 2021

- Strategic guidance on projects and establish the creative strategy
- Create future visions for upcoming campaigns, products, services, and features.
- Refreshed the brand and logo and created a comprehensive brand style guide and ensure all future projects meet the brand standards.
- Established our icon and illustration style and designed a 100+ web icon pack.
- Redesigned the standard shopping path of the website enhancing the user experience and visual design.
- Creating content to increase traffic and encourage user confidence in products.

Senior Art Director

Walmart Ecommerce Sam's Club | July 2016 - Nov 2018

- Lead our in-house creative team and external agencies through design projects ranging from multi-channel marketing campaigns to digital and in-store experiences that consistently increased sales and traffic.
- Recruited, developed and managed a team of talented designers.
- Partnered with Executive Leadership and Marketing to establish high level creative strategy for our brand and marketing campaigns.
- Art directed photo and video shoots.
- Balanced brand and business goals—ensuring all assets lived up to Sam's brand standards while still delivering on channel specific best-practices.
- Effectively presented and defended the creative rationale for all projects to stakeholders and executives.
- Established and maintained relationships with cross-functional teams and acted as the Brand Liason for Product and UX.

Art Director

Walmart Ecommerce Sam's Club | July 2015 - July 2016

- Worked with Design and Marketing leadership to define, evolve, and maintain Sam's brand identity across all channels.
- Directed the visual design of brand assets across website, emails, videos, social ads, print collateral, and store signage.
- Effectively presented and articulated the creative rationale to stakeholders and executives.
- Managed high volume workload and prioritized against business needs.

Designer

Walmart Ecommerce Sam's Club | Dec 2014 - July 2015

- Conceptualized, designed, and executed digital marketing campaigns and solutions.
- Monitored and evaluated graphic designs to ensure compliance with brand standards and guidelines.
- Assisted in the website redesign and rebranding.
- Responsible for the visual design of the homepage, major campaigns and emails.