



**JANELLE
OTSUKI**

SENIOR ART DIRECTOR

CONTACT

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SUMMARY

Senior Art Director focused on the digital space with over 10 years experience designing and curating digital brand experiences. Highly developed creative vision coupled with high level attention to detail. I approach problems from the user point of view and craft solutions that combine brand value, technology and visually compelling design. Strong ability to quickly translate business objectives and complex technical concepts into simple but compelling visual communications. Skilled in hiring, training, supervising and building a strong design team.

SKILLS



EXPERIENCE

FREELANCE DESIGNER

NOVEMBER 2018 - PRESENT

- Worked on various digital design projects while spending a year exploring the world.

SENIOR ART DIRECTOR

SAM'S CLUB | JULY 2016 - NOVEMBER 2018

- Lead a creative team to conceptualize and design compelling integrated marketing campaigns
- Recruited, developed, and managed a team of talented designers
- Built out insightful creative ideas that successfully stretched across multiple channels.
- Art directed photo and video shoots for major campaigns
- Balanced brand and business goals—ensuring all assets live up to Sam’s creative standards while still delivering on channel specific best-practices.
- Effectively presented and articulated the creative rationale to stakeholders and executives
- Establish and maintained relationships with cross-functional teams and creative agencies who partnered with creative team.

ART DIRECTOR

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
- Managed high volume workload and prioritized against business needs
- Adapted my role during transitional period for creative leadership to accomodate needs of the team

VISUAL DESIGNER

SAM'S CLUB | DECEMBER 2014 - JULY 2015

- Conceptualized, designed, and executed digital marketing campaigns and solutions
- Assisted in the website redesign and rebranding
- Responsible for the visual design of the homepage, major campaigns and emails.
- Managed a high volume workload in a face-paced environment

WEB DESIGNER

PARTY CITY | APRIL 2014 - DECEMBER 2014

- Contributed to the visual design of the website and on-going elevation of the brand.
- Produced strong conceptual and expressive communication design that is engaging and reflects a cohesive visual style, voice, and tone