

646 262 7114  
michiyo@monks.jp  
www.monks.jp/design  
www.coroflot.com/michiyorhodes

michiyo yagisawa rhodes  
visual designer +

## experience

### **coach | art director | June 2009 – present**

conceptualize and design in the interactive department for coach's domestic and international websites. design web pages, ad banners, mobile sites, emails and promotions. delegate work among creative team. lead projects/initiatives to conclusion/delivery for developers in the post production stage. attend brainstorming/concepting meetings.

### **gotham | art director | 2009**

executed and designed in-store displays, posters, signage, keynote presentations, and promotional materials for bausch & lomb.

### **ss+k | art director | 2009**

designed and developed in-store displays, direct mail, general sales and marketing collateral for gap. developed branding, event marketing and social media for buick.

### **white hot image | art director | 2008 - present**

assisted the creative director in developing the concept for the "penny hardaway collection", "yankees & nike collection" and "force & flight campaign." created visual guideline. designed in-store displays for 7 nyc retailers.

conceptualize, design and art direct for securus insurance company. designed and created web pages and animation, ad banners and promotions. oversaw developers in the post production stage for backend.

### **c/c | art director | 2008 - present**

developed and designed new visual brand identity for chandon sparkling wine. created posters for seasonal applications as well as point of sale.

conceptualized and designed "rémy chill" and "speakeasy" events for rémy martin. designed invitations and promotional materials. conducted vendor research for special printing, and prepared mechanical files for press ready.

developed new brand identity for pr company gregory white.

### **material connexion | art director | 2008**

developed concept for index neocon tradeshow in canada. designed signage, banner and concept panels. managed all graphic production and coordinated installs of all elements. created promotional kit, brochure, collaterals for material library. prepared keynote presentation for clients pitch. created visual guideline for all 5 international locations.

### **hattrick media | art director | 2007 - 2008**

conceptualized and designed ad, posters, banners, e-newsletters and sites for microsoft advertising including rachel maddow, len berman, seattle speakers, la zune party.

designed media kit, experimental sites and banners for innovative online publisher breaking media.

### **mass | sr. graphic designer | 2007 - 2008**

conceptualized and designed rémy martin website "things are getting interesting." collaborated with 12 hiphop artists on the re-brand and advertising campaign. provides leadership, support and ongoing guidance to members of the project team.

conceptualize, render and design product displays, packaging, visual identity, promotional sales kit, brochure, store design, shelf talkers and sell sheets for diageo brands including godiva, don julio tequila, oronoco rum, mount gay rum, famous grouse whisky, louis xiii and cointreau. deal with the art direction of photoshoots, retouching projects and mechanical approval. involved with pre-press and post production for components, product packaging and ads.

646 262 7114  
michiyo@monks.jp  
www.monks.jp/design  
www.coroflot.com/michiyorhodes

michiyo yagisawa rhodes  
visual designer +

## experience

### **blue radish group | art director | 2006 - 2007**

developed and oversaw the visual branding of all 4 cafes in nyc. successfully designed their brand identity including the logo, website, brochure, promotional mailers and various print collateral. art direct in the interactive department for bed bath and beyond. design and create web pages and animation, ad banners, promotions, and email newsletters.

### **dentsu usa | art director / assistant account executive | 2006 - 2007**

developed and designed website for suntory's signature whisky yamazaki. handled a tight deadline and budge, managing an overall front and back end design, overseeing the design team and translating creative views to the developer team.

developed concepts and website for itochu adpack usa. managed the site schedule and oversaw design guidelines.

translated client direction and creative briefs into pitches, web sites, one-off campaigns and proposals for itoen.

designed 50th anniversary book, canon today brochure and promotional stamps for canon.

### **patrica field | art director | 2006 - 2007**

developed and designed the pat & barbie lookbook for retail store pitches such as macy's and bloomingdales. ensured compliance with design elements and style guidelines. involved with pre-press and post production for components, product packaging and ads.

### **intercontinental hotels group | associate hr manager / sr. graphic designer | 2006**

assisted hr manager as an interpreter. created intercultural communication possible through language, idea, and concept translation for executive meetings. designed presentation boards & ppt for based on corporate design & brand guidance.

### **sid paterson advertising | sr. graphic designer / assistant art director | 2001 - 2006**

supervised design projects including direct mailers, trade show graphics, catalogs and newsletters from concept though final production. reviewed specs and prepared mechanicals for printers.

oversaw production scheduling and traffic management ads. ensured ads meeting the publication deadlines including: new york times, daily news, ny post, gotham, hampton, adweek.

other duties included interviewing and training new designers and interns.

## education

new york university | flash actionscripts | new york ny | 2003 - 2004  
school of visual arts | web design | new york ny | 2001 - 2002  
chatham college | bfa: media art | pittsburgh pa | 1996 - 2000

## awards

pittsburgh media arts and communication award  
beatrice lewis memorial award  
lillian gorell scholarship award

## skills

indesign | photoshop | illustrator | quarkxpress | acrobat  
dreamweaver | flash | hand-coded html | css  
ms office | keynote  
comps & mechanicals | letterpress printing  
japanese & english