

**naomi tamura** : *freelance art direction & design*

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**objective:**

To work with clients committed to developing great design solutions for unique and everyday uses.

**skills:**

Photoshop, Illustrator, InDesign, Quark, Dreamweaver, ImageReady, Flash, Fireworks, the Microsoft Office Suite (Word, Excel and PowerPoint), MS Project.

**experience:**

*Freelance Art Director/Designer 1998 - Present*

While freelancing I've had the opportunity to work with a variety of clients from large to small. Some of my clients include: Certive Inc., Vidient, Inc., Leap Frog Enterprises, Inc., One Design Media, The Industry Standard, Red Herring Magazine, Blue Heron Farms, Washington Mutual, RewardStream, Inc., Camp K-9 of Marin LLC., Loyalty Matrix Inc., and the Bay Area Marketers Association.

Working with such diverse clients has enabled me to do a variety of design work from web sites to logo design, from brochures, business presentations and marketing collateral to ad banners and online direct marketing (landing pages, web site template design and email template strategy and design).

*Senior Art Director, Netcentives Inc. 1999 - 2001*

As Senior Art Director I was the creative owner of Netcentives' flagship product, ClickRewards, an online frequent flyer earning and redemption program. My responsibilities included creating, managing and maintaining a consistent branding of the ClickRewards Web Site, developing the creative for quarterly online promotions and direct email marketing campaigns and maintaining consistent branding throughout all of our customer communications.

My other responsibilities also included building and managing a small internal creative team where I successfully implemented several processes that helped accommodate the twice-weekly release schedule and streamline the overall creative development timeline.

In addition to a small internal team, I also managed relationships with outside vendors, independent contractors and various internal and external clients.

To ensure that my team was well armed with ideas, I created a library and a mini intranet site from where team members could grab inspiration. I also implemented a font library system and server to help with the creative process and manage font licensing issues.

In addition to ClickRewards, I directed and managed my team through several special projects and redesigns, the creation of several product interfaces and supporting online marketing materials and the development of the Netcentives Intranet along with several departmental Web sites.

*Art Director, PoppeTyson Interactive 1995 - 1998*

At PoppeTyson I lead the development of several web sites, brainstormed applications and tailored navigation strategies that catered to the client's goals and objectives. Other responsibilities included the creation and maintenance of quality artwork, organization of team members and materials to expedite the completion of projects and the creation of site maps, user experience maps and supporting documentation for client presentations. I also was responsible for keeping sites current through research, proactive recommendations and creative strategic planning. When not working on client work, I developed several new business presentations and proof-of-concept demos to help win new business. Web sites included: Taylor Made Golf, The Robert Half Sites, ComputerWorld Magazine, Better Hong Kong Foundation, MidAmerican Energy, Novell IntranetWare, Sony PlayStation: Porsche Challenge mini site, HP-ISA Information Storage America and HP Home Products Division.

*Studio Artist/Technician, Hal Riney & Partners, Inc. 1994 - 1995*

At Riney I managed the computer production of all Saturn Cars national and regional print advertisements. I was responsible for creating an organizational system for storing all digital files and meeting deadlines set by the traffic department. I also worked in conjunction with the creative team to ensure proper presentation of all print advertisements.

*Freelance Designer/Production Artist, Dynamedia Design & Graphics, Inc. 1993 - 1994*

*In-House Designer, Dames & Moore 1993 - 1994*

*Production Artist / Intern, Media West, Inc. Summer-Fall 1991*

*Intern, Sato Design Spring 1991*

**education:**

B.A. Studio Art, Scripps College, Claremont, California

SFAI: Extended education courses in drawing and painting

Art Center: Extended education courses in advertising, typography and graphic design

shibui :  
*elegant. simple. design.*