

Hiromi Kajima

I am a graphic designer specializing in visual design and branding, with experience working in media and design studios both in Japan and New York. Utilizing my empathy and individuality, I identify and showcase unique personalities, creating a dynamic and inclusive visual language. I believe that great ideas are not disposable; rather, they serve as a catalyst for future lifestyles and become a part of our cultural heritage.

Professional Experiences

- Feb 2023–Present Design wajskol—Branding Designer, New York
- Working at a global strategic design consultancy specializing in visual design and branding
 - Designed a visual system for the Silks Building in Brooklyn
- Oct 2022–Dec 2022 Elite Model Management—Graphic Designer intern, New York
- Designed visual board for NARS event to bring client's vision to life
 - Designed press kits for talents represented by the agency
- Dec 2019–Mar 2020 1SEC, Inc—Social Networking Marketer, Tokyo, Japan
- Planned the digital promotion to brand the first virtual human in Japan
 - Generated profits from marketing campaigns on Instagram for product recognition
 - Created a virtual influencer social media feed that focused on tone and manner for brand building
- Apr 2018–Sep 2019 3MINUTES, Inc—Web Magazine Editor, Tokyo, Japan
- Planned proposals and outlined designs and content to align with needs of user and trend
 - Succeeded in monetizing my own content format by collaborating with two international fashion brands
 - Conducted research and competitive analysis to gather insights and identify user pain points
 - Supervised design work from initial concept generation to launch
 - Successfully implemented and represented our unique tone and values, in order to further establish consistency of experience for customers
 - Managed budgetary control for contents

Education

The Parsons New School, Aug 2021—present
Degree in Communication Design
Tamagawa University, Apr 2014—Mar 2018
Regular License
Bachelor's degree in Education
Preschool Teacher Level 1 Regular License
Elementary School Teacher Level 1

Contact

Mobile: 424-201-9510
E-mail address:
hiroomi0122@gmail.com

Language

Japanese: Native

Skills and Tools

Branding / Visual System / Advanced
Photoshop / Illustrator / InDesign /
After Effects / LightRoom / Photography
/ HTML, CSS / BBEdit / Figuma /
Editorial / Type setting