

HANNA SHIBATA

MULTIDISCIPLINARY DESIGNER | BRAND IDENTITY & COMMUNICATION

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10+ years of crafting integrated brand systems and communication strategies for tech and CPG sectors. Background in project management and leading 3-12 member teams. Adept at designing across cultures and mediums, with a record of building creative frameworks that connect audiences in Japan and North America.

EXPERIENCE

Fathom Optics Inc.

Lead Graphic Designer

March 2021-September 2022 • New York(remote) & Boston(on-site), US

- Increased user sign-ups by 10x and user engagements 3x by creating visual content for social platforms.
- Rebuilt the company's brand guidelines, delivered visual consistency across different media.
- Acquired new projects by creating content for across communication channels in a fast-growing environment.
- After leaving the position, I decided to return to school and further study UI/UX and front-end web development to grow my skill set. (Expected graduation: December 2025)

Japan Natural Laboratories Co., Ltd.

Head of Design, Project Manager

April 2013-July 2018 • Tokyo, Japan

- Boosted market growth by over \$1M/year, spearheaded 70 projects/year, and achieved a 133%+ output by establishing client relationships and a cross-functional team.
- Managed 10+ business partners (photographers, designers, writers, and vendors) in product distribution pipelines.
- Directed brand/product distribution, implemented roadmaps, visualized brand architecture, and translated the project for internal and external discussions, improving the production process.

Team Lead, Senior Designer

April 2012-March 2013 • Tokyo, Japan

- Built and organized the in-house creative team (design and communications) and established a mentoring culture.
- Enhanced intercommunication and workflow by visualizing and translating technical issues across five departments.
- Developed brand assets across different media and executed graphic design.

Graphic/Package Designer

April 2010-March 2012 • Tokyo, Japan

- Worked with the B2C team and external creatives to finalize projects/promotional activities and took part in photo/video shoots.
- Collaborated with a cross-functional team to prepare presentations for executives and redesigned internal and external relations by sharing visions and prioritizing technical tasks.
- Created packages and executed visual language, and supported sales distribution in a fast-paced environment.

EDUCATION

Pratt Institute | *Master of Fine Arts, Communications Design*

August 2018-May 2020 • Brooklyn, New York

Musashino Art University | *Bachelor of Arts, Visual Communication Design*

April 2005-March 2010 • Tokyo, Japan

Kapi'olani Community College | *Associate of Science, New Media Arts Program, Interface Design Specialization*

August 2023-December 2025 • Honolulu, Hawaii

CORE COMPETENCIES

Art Direction • Brand Identity Design • Communication Strategy • Cross-cultural Communication • Typography • Visual Storytelling • Front-end Web Development • Project Management • Team Leadership • Content Creation • Client Relationship Management • HTML • CSS • JavaScript • Adobe Creative Suite • Figma • Github