



YOSHI SAITO

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PORTFOLIO

PROFILE

Multi-disciplinary Designer with a demonstrated history of working in the consumer goods industry, architecture industry, and clients ranging from independent businesses, non-profits, to large corporations including but not limited to LEVI'S, Puma, Converse, PAC-MAN, Keith Haring, Universal Studio. Adept at delivering innovative concepts, cohesive cross-functional team communication, directing and implementing broad range of design projects with dynamic visuals in 2D/3D from conception to completion in various discipline of Branding, Advertising, Graphic Design, Packaging Design, Product Design, and spatial related projects ranging from Trade Show/Convention, Retail Design, Event Pop-Ups, Spatial Licensing, VMD, fixture design, to way-finding Environmental Graphics.

EDUCATION

BACHELOR OF SCIENCE

Art Center College of Design
 Pasadena, CA

Environmental Design Major

2000 - 2003

EXHIBITION

VICTORIA & ALBERT MUSEUM

London, UK

In collaboration with the
 Welcome Trust, "Touch Me" Exhibition

2005 JUN 16 - AUG 29

<https://www.coroflot.com/YoshiSaito/hug>

EXPERIENCE

ASSOCIATE DESIGN MANAGER of BRAND IMAGE

MAR 2010 - AUG 2020 | SANRIO, INC. | TORRANCE, CA
www.sanrio.com

◆ DIRECTION & DESIGN IMPLEMENTATION

- ◇ Engaged in brainstorming with Clients, Agents, Team Leads & Project Managers overseeing design approach from conceptualization to completion to meet client expectations while **raising brand integrity** with consistent focus in **achieving cost and budget optimization**.
- ◇ **Fully responsible** for retail design, trade show/convention, Hello Kitty pop-up events, down to visual merchandising, window displays, custom fixtures, spatial licensing projects from restaurants (**Curry House, Plan Check Kitchen+Bar**), ice cream shops, karaoke, cafe, bowling, dental office presenting a **branded immersive experience**.

<https://www.coroflot.com/YoshiSaito/RETAIL-DESIGN>

<https://www.coroflot.com/YoshiSaito/SPACE-LICENSING-BRANDING>

- ◇ **Series of high priority projects and company Marketing initiatives** completed in **totality** from client meeting, concept development, initial art direction, creative direction, vendor production management, presentation, to final reviews and approvals.

<https://www.coroflot.com/YoshiSaito/MATHNASIUM>

<https://www.coroflot.com/YoshiSaito/POLER-X-HELLO-KITTY-CO-BRAND>

<https://www.coroflot.com/YoshiSaito/FOREVER-21-X-SANRIO-TOKYO-CAFE>

P R E S S

2005	new design UK	issue 36
2004	peclers paris FRANCE	utur(s) 3
2004	LA Weekly USA	Apr 2~8
2003	enRoute CANADA	Feb issue
2002	intramuros FRANCE	SEP issue
2002	loop USA	Summer
2002	blueprint UK	Jul issue
2002	Bergamo qui CASA ITALY	Jul issue
2002	TimeOut New York USA	Jun issue

- ◇ **Developed innovative presentation materials** for Business Development Team with dynamic 3D visuals for more effective visual communication to **uplift the presentation quality and purpose.**

<https://www.coroflot.com/YoshiSaito/VISUAL-MERCHANDISING>

◆ INNOVATION & EXPERIMENTAL DESIGN

- ◇ **Designing stories and solutions outside of the box** while maintaining the integrity of the Brand Guideline. Regularly resulting in sharing and reflecting thoughts and feedbacks with internal team leaders, including all creative teams **inspiring each other to push the limit.**
- ◇ **Consistently explored ways to expand demographics further by experimenting new design execution of Hello Kitty character.**

<https://www.coroflot.com/YoshiSaito/CONCEPT>

◆ DESIGN MANAGEMENT & WORKFLOW OPTIMIZATION

- ◇ **Conducted all aspects of graphic design** ranging from packaging, print, ad, promotion, signage, web, VMD, to way-finding environmental graphics including reviews and approvals of submitted designs from clients and licensees with 3 junior designers. **Supervised UI/UX designer** to meet company brand standard for E-commerce team, while training others engaged in packaging and day-to-day reviews and approvals.

- ◇ Developed Packaging Style Guides and **series of custom Guides** of Hello Kitty and Sanrio characters collaboration projects for major accounts including but not limited to LEVI'S, Puma, Converse, PAC-MAN, Keith Haring, Universal Studio.

<https://www.coroflot.com/YoshiSaito/Hello-Kitty-X-LEVIS>

<https://www.coroflot.com/YoshiSaito/PUMA>

<https://www.coroflot.com/YoshiSaito/PACKAGING>

- ◇ Engaged in recruitment of members for the Brand team and mentoring new hires through training period.

◆ KEY ACCOMPLISHMENTS

- ◇ **Took charge of 10,000 square foot Hello Kitty 45th Anniversary event,** "Friends Around the World Tour" in all architectural components, and engaged heavily in design direction to launch. In focus with timeline and work load configured by the vendor and project managers **by adapting to progress and/or last minute changes flexibly till completion.** Event held in Los Angeles and Seattle. **Estimated ad value of over \$33M with over 17K attendees, and over 430M impressions** during the event.

<https://www.coroflot.com/YoshiSaito/HELLO-KITTY-FRIENDS-AROUND-THE-WORLD-TOUR>

- ◇ Executed deliverables of all outside contracted architectural projects including initial front end design, 3D modeling and rendering, partial CAD documentation to internal operation **saving approximately \$100,000 annual expenses.**

- ◇ **Raised quality of Presentation Package** for Sales, Marketing, Retail Business Development team with innovative design utilizing dynamic 2D/3D visuals **resulted significantly with successful business partnerships.**

S K I L L S



LANGUAGE



ENGLISH



JAPANESE

READ & WRITE

DESIGN ARCHITECT

JUN 2005 - MAR 2010 | MICHAEL HONG ARCHITECTS |
CULVER CITY, CA www.mhongarchitects.com

◆ 3D VISUALIZATION

- ◇ **Full responsibility** in 3ds Max modeling/rendering using Vray plugin, Photoshop visualization and retouching.
- ◇ Engaged in concept design, drafting schematic design, design development for Bahamar Resort (www.bahamar.com), Wynn Encore Las Vegas, and Wynn Encore Macau.

DESIGNER

NOV 2004 - JUN 2005 | WHY ARCHITECTURE & PLANNING |
CULVER CITY, CA why-site.com

◆ MULTI-DISCIPLINARY

- ◇ Developed exterior/interior design concepts, and commissioned Branding package for hospitality projects.
- ◇ 3D Visualization for Grand Rapids Art Museum, Michigan.

GRAPHIC DESIGNER

JUN 2004 | DC MUSIC | LOS ANGELES, CA www.rilokiley.com

◆ GRAPHIC DESIGN: Album “*more adventurous*” of Rilo Kiley

INTERESTS



surfing



camping



surfing



motorcycle



surfing



traveling



surfing



coffee



surfing

JUNIOR DESIGN ARCHITECT

JUN 2003 - OCT 2004 | otto design group | LOS ANGELES, CA
www.ottodesigngroup.com

◆ RETAIL DESIGN

- ◇ Retail design for urban outfitters (west coast) in every aspect of production from survey, sketching, drafting, rendering, model making, material sourcing.

INTERN

FALL 2002 | PERKINS & WILLS ARCHITECTURE |
LOS ANGELES, CA perkinswill.com