

Emily Matsuno

Infusing brands with personality, one design at a time.

www.donutlook.com
emilymatsuno@gmail.com
808-393-1023

Work Experience

Hawaiian Airlines *Senior Graphic and Digital Designer / 2019 - Present*

- Spearheaded art direction for various integrated campaigns, driving engagement through channels including email, social, web, and marketing promotions.
- Art directed the brand identities of internally owned products, including the Holoholo Challenge virtual race event, HawaiianMiles Buy & Fly loyalty program, and Leihoku First Class cabin suite.
- Collaborated with diverse teams to execute multi-channel design assets (i.e. email, paid social, organic social, web, direct mail, print ads) for integrated marketing campaigns.
- Established a robust design process for internal creative requests, streamlining workflows and increasing project capacity each year.
- Provided logistical and creative support for Brand team on-site location shoot at the Daniel K. Inouye Airport and inside the aircrafts. Developed detailed shot lists, managed talent outfits, and assisted photographer with framing, posing, and prop styling.
- Led cross-functional collaboration with the Creative Director, Brand team, and Community & Cultural Relations team to develop culturally resonant design concepts for all markets including: Hawai'i, North America, Japan, Australia, New Zealand, and Korea.

Sir Kensington's *Senior Designer / 2015 - 2018*

- Established the foundation of the brand style guide, encompassing the following: illustration asset library, a unified design system for its product packaging and marketing assets, and lifestyle photography guidelines.
- Conceptualized and executed the "Fries Across America" campaign, a nationwide food truck activation, featuring a custom-designed food truck traveling coast-to-coast. Generated significant media coverage and social media buzz, resulting in increased brand awareness and product sales.
- Designed a cohesive branding suite for restaurant and retail partners, including signage, sell sheets, recipe cards, and condiment wrappers.
- Conceptualized and designed an engaging event booth for Natural Products Expo West, showcasing brand identity through interactive elements and impactful visuals.

Anderson Newton Design *Freelance Designer / Sept - Nov 2015*

Sesame Workshop by Sesame Street *Intern + Freelance Designer*

Skills

Visual Identity Design
Art Direction
Illustration
Email Design
Digital Design
Product Photography
Packaging Design

Design Softwares

Proficient in:

Illustrator
Photoshop
InDesign
Lightroom
Figma

Currently learning
how to use:

After Effects
Procreate

Education

School of Visual Arts
New York, NY
BA Graphic Design

General Assembly
New York, NY
Front-end web
development short course

Languages

Japanese