

Emily Matsuno

I am a multi-disciplinary designer who aims to infuse brands with personality, one design at a time. My passion lies in bringing a brand's unique identity to life through visually impactful illustrations and meaningful designs.

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

Work Experience

Hawaiian Airlines

Senior Digital Designer / Present
Digital Designer / 2019 - March 2024

- Art direct for integrated campaigns across multiple channels including email, web, promotions, and social.
- Art directed the visual identities of owned products, including the Holoholo Challenge virtual race, HawaiianMiles Buy & Fly loyalty program, and Leihökü first-class cabin suite.
- Worked closely with my team to establish a robust process for internal creative requests, streamlining workflows and increasing project capacity each year.
- Provided logistical and creative support for airport and lifestyle location shoots. Managed and worked closely with third-party photographer or videographer vendors on campaign shoots.
- Lead the cross-functional collaboration with Creative, Brand, and Community & Cultural Relations to develop culturally resonant design concepts across the global markets including Hawai'i, North America, Japan, Australia, New Zealand, and South Korea.
- Serve as lead designer for the Japan market creatives.
- Strategize with Brand to expand the style guide and brand library while preserving the foundational brand elements.

Sir Kensington's

Senior Graphic Designer / 2017-2018
Graphic Designer / 2015 - 2017

- Established the foundation of the brand style guide, encompassing the illustration asset library, a unified design system for product packaging and marketing assets, and lifestyle photography guidelines.
- Conceptualized and executed the "Fries Across America" campaign featuring a custom-designed food truck traveling coast-to-coast, which generated

Skills

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

Design Softwares

Proficient in:

Illustrator
Photoshop
InDesign
Lightroom
Figma

Currently mastering:

After Effects
Procreate

Education

School of Visual Arts
New York, NY
B.A., Graphic Design

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

Languages

English
Japanese

significant media coverage, and increased brand awareness and product sales.

- Designed a cohesive branding suite for marketing and sales collaterals to be distributed to restaurant and retail partners. Developed new templates and guidelines for print/digital signage, sell sheets, recipe cards, and condiment pump wrappers.
- Conceptualized and designed a tradeshow booth for the Natural Products Expo West, showcasing brand identity through interactive elements and impactful visuals.

Anderson Newton Design *Freelance Designer / 2015*

- Worked closely with founder designers, Gail Anderson and Joe Newton, to design product packaging, focusing on typography design and photo retouching.

Sesame Workshop by Sesame Street

Freelance Designer / 2014-2015

Product Licensing Intern / 2013

- Digitized archived character art and created individual style guides categorized by the art style.
- Produced new typographic illustrations, patterns, patch artworks, and designs for their licensed product goods.