



Hideo Araki

Senior Graphic Designer

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PROFILE

Senior graphic designer with over 10 years of experience leading design projects. Innovative leader who maintains a positive team dynamic and prioritizes efficiency in the creative process. Focused on boosting user engagement through strategic design initiatives.

PROFESSIONAL EXPERIENCE

SENIOR GRAPHIC DESIGNER

SNOWFLAKE, BOSTON, MA, OCTOBER 2016 – PRESENT

- Lead design efforts for major product launches across web, print, and digital marketing assets while maintaining brand consistency
- Create compelling infographics, e-books, landing pages, and other marketing assets
- Mentor a team of five junior designers to produce innovative design solutions that engage users and drive purchase intent for Snowflake's services
- Increased customer sign-ups for a new cloud product by 20% in collaboration with copywriters and product marketing team
- Improved click-through rates by 18% with the reworking of all email marketing designs

GRAPHIC DESIGNER

BLACK SPECTACLES, REMOTE, JUNE 2011 – SEPTEMBER 2016

- Spearheaded storyboard sessions in collaboration with content creators to ensure 2D graphics supported student learning
 - Utilized Adobe After Effects and Adobe Premiere Pro to create animations and edit video content
 - Created over 300 graphic assets for educational videos
 - Decreased manual input time by 15 hours per project with the introduction of digital storyboard tools
 - Contributed to an additional \$20,000 in revenue within the first year of a new course series
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EDUCATION

JUNE 2015

MASTER OF SCIENCE (M.S.) IN MARKETING

Boston College, Chestnut Hill, MA

JUNE 2011

BACHELOR OF FINE ARTS (B.F.A.) IN GRAPHIC DESIGN

Bunker Hill Community College, Boston, MA

KEY SKILLS

- Adobe Creative Suite
 - Branding
 - Digital marketing
 - Motion graphics
 - Presentations
 - Team leadership
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CERTIFICATIONS

Adobe Certified Expert – Adobe After Effects, Adobe, 2014
Adobe Certified Expert – Adobe Photoshop, Adobe, 2012