

Alex Ryo Shimotake

GRAPHIC DESIGNER & ILLUSTRATOR

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Experience

SENIOR GRAPHIC DESIGNER · SkySlope, Inc.

Oct 2020 - Present · Sacramento, CA · (Graphic Designer, Sept 2019 - Oct 2020)

- Pioneered an overhaul of SkySlope's visual identity, including logos, website, and marketing material for its 6 product lines and services, used by over 450,000 real estate professionals
- Designed branded public-facing marketing materials (ad campaigns, conference collateral, email campaigns, sales decks, etc.) as well as internal company material (holiday gifts, notebooks, apparel, etc.)
- Developed visual identity of new products alongside product designers, including work on product & marketing branding, user interface, and illustration
- Worked closely with the CEO on creating decks and collateral for board presentations and company-wide communications

CONTRACT VISUAL DESIGNER · MF&K

Apr 2021 - Present · Sacramento, CA

- Developed design systems, branding, & product strategy and presented to clients with the MF&K team
- Conceptualized website redesign for EnterpriseDB, a database software company with ~1,500 customers
- Directed icon redesign for Perry Street Software's rebrand of their apps with user bases of over 20+ million

GRAPHIC DESIGNER · Creative Media Design Firm

Nov 2018 - Jan 2020 · UC Davis

- Created various digital graphics for posters, flyers, social media, and websites for ASUCD units
- Established a new brand for an on-campus bike service/retail store which services over 10,000 bikes a year
- Rebranded an on-campus food bank, The Pantry, which provides free food to students in need

MEDICAL ILLUSTRATOR · Preventative and Restorative Dental Sciences

Nov 2016 - Aug 2017 · UCSF School of Dentistry

- Illustrated graphics to depict research concepts for publication in four scientific papers
- Presented to and consulted with a research team to ensure medical accuracy and gather feedback
- Conducted research on the effects of flow within the renal papillae in the formation of kidney stones

Education

UNIVERSITY OF CALIFORNIA DAVIS · B.A. Design & B.A. Japanese

Skills

TOOLS · Adobe Illustrator / Photoshop / InDesign / After Effects, Figma, SketchUp, Procreate

DESIGN · Branding, Graphic, Illustration, Typography, Information, Concept, Packaging, Product, UI/UX, Icon

PROGRAMMING · Processing, HTML, CSS

LANGUAGE · English (Native), Japanese (Native), Mandarin Chinese (Basic)

Achievements

Eagle Scout 2014, Quill and Scroll Award 2015, National Society of Collegiate Scholars 2017, Phi Beta Kappa 2019