

ART DIRECTOR / DESIGNER

SATOSHI KATO

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I have over ten years of advertising agency experience creating various communication from integrated campaign for major brands to an internal presentation video for a client. With 100% commitment to any projects, my strong conceptual skill has expanded its horizon from graphic/print medium to broadcast/motion graphics and digital design. And I am trying to stretch my own field everyday through my clients.

PROFESSIONAL EXPERIENCE

Freelance Art Director (NYC) 10/16 - present

MMB (Boston, MA) 02/09 - 10/16

Art Director

- Worked on Subway, Toyota etc across all mediums
- Created social media contents for Join.Me.
- Worked and won numerous new business pitches

Studio Designer

- Run the department and managed designers

Modernista! (Boston, MA) 06/04 - 02/09

Designer

- Helped Creative Directors to design print campaigns for brands such as, Cadillac / Hummer / (RED)
- Worked on multiple conceptual projects

Studio Designer

- Mechanicalized numerous print ads

Intern/Coffe Delivery

AdLab (Boston University) 01/04 - 12/04

Art Director / Designer

NHK (Japan Broadcasting Corporation) 04/02 - 08/03

Assistant Camera/Light/Sound Operator (news program)

PROFESSIONAL SKILLS

Creative Concepting

- Generate ideas for any channels from videos and graphics to digital and stunt ideas.

Creative Execution

- Design refined visual communication based on the solid graphic design background
- Animate/edit motion graphics

Software Skills

InDesign / Photoshop / Illustrator
Premiere / After Effects
Dreamweaver / Flash

EDUCATION

Boston University 09/03-01/05

M.S., Communication

Specialization; Advertising

Keio University (Tokyo) 04/99 - 03/03

B.A., Environmental Information

Major; Media and Communication