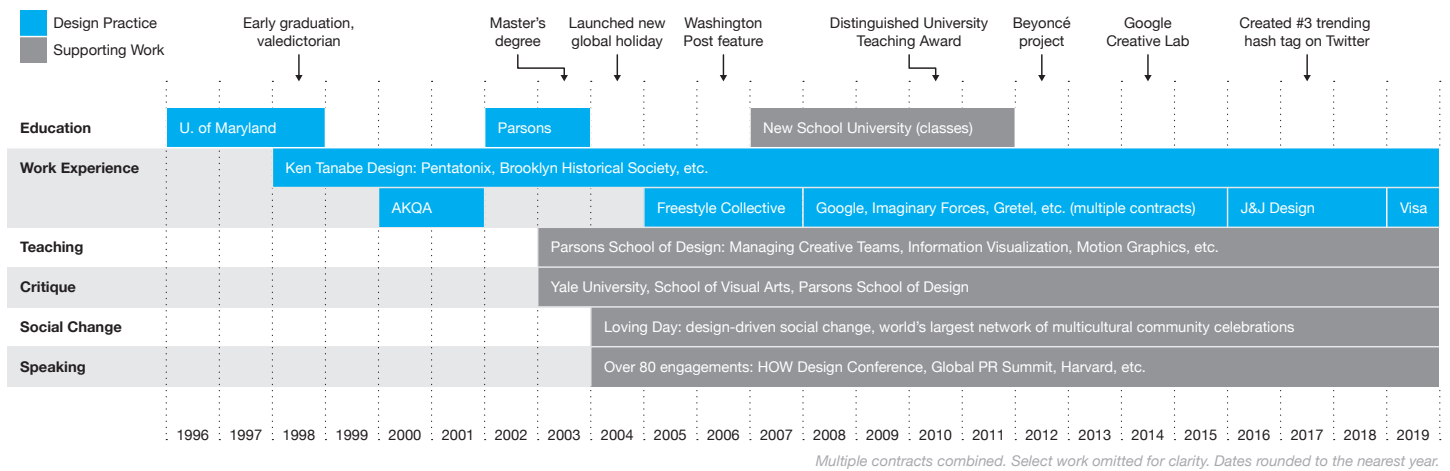




Ken Tanabe: Creative Director

A versatile creative leader with deep design expertise, unusually broad cultural fluency, and a passion for harmonizing diverse audiences and information.



Skills

- Experienced leader of creative teams and projects
- Award-winning professor in design, creative management
- Press-featured social change and grass-roots organizer
- Speaker at 80 venues from conferences to universities

Work Experience

Visa NY Innovation Studio, New York Director, Innovation Design (Experience and Engagement), 2018-present (full time)

Developed engagement frameworks that drive innovation through a human-centered design practice. Delivered session content and facilitated client workshops in collaboration with multidisciplinary teams. Prototyped digital experiences and produced media for large-scale immersions.

J&J Design (Johnson & Johnson Design and Innovation Studio), New York Design Manager, 2016-2018 (full time)

Integrated design across all of the company's business groups in service of innovation. Managed dynamic design teams within a matrix organization. Advocated and represented human-centered design within multidisciplinary teams of leaders, scientists, engineers, and other specialists. Combined leadership, design thinking, strategy, and craft.

Select Press

- **Los Angeles Times:** One man's quest for Loving Day, a holiday for multiracial Americans (2016)
- **Washington Post:** Loving Day Recalls a Time When the Union of a Man And a Woman Was Banned (2006)
- **NPR, Time, BBC World** and many more, over 200 mentions

Gretel, New York Technical Director, Lead Animator, 2012-2015 (multiple contracts)

Select projects: technical direction for Google Chromebook takeover of multiple Times Square video billboards. Lead animation for Viceland, television network for youth media brand Vice (won awards from Art Directors Club, Type Directors Club, D&AD).

Google Creative Lab, New York Creative, 2013-2014 (multiple contracts)

Worked with multidisciplinary teams on fifteen confidential projects to imagine and develop future Google products: concept creation, prototyping, design, animation.

Imaginary Forces, New York Creative Director, Art Director, Designer, Animator, 2008-2015 (multiple contracts)

Select projects: creative direction of a confidential top-ranked digital multi-platform project (responsive web, native iOS and Android apps); art direction for Lincoln Center architectural displays in collaboration with architects Diller Scofidio and Renfro.



Dirt Empire: Beyoncé UN Performance, New York

Art Director, Technical Director, 2012

Supervised a creative team and technical pipeline for an immersive large-scale experience featuring Beyoncé's live performance of "I Was Here." The event was in honor of World Humanitarian Day. Social media impressions exceeded one billion via Thunderclap.

Freestyle Collective, New York

Senior Designer/Animator, 2005-2007 (full time)

Select projects: art direction of BET J network redesign, Comedy Central promo design and animation. Select additional clients: American Express, Samsung, Polo Ralph Lauren, AMC, Apple.

AKQA, Washington, DC

Designer, 2000-2001 (full time)

Select projects: website page design for DuPont, identity and website design for WorldCom, website design and research for Noor (Cairo-based Middle East internet solutions provider).

Ken Tanabe Design

Creative Director, 1998-present

Select projects: design for Pentatonix "PTX, Vol. II" album cover, including Grammy-winning single "Daft Punk." Identity, website, poster, and print design for Brooklyn Historical Society "Crossing Borders, Bridging Generations" programming series.

Social Change & Community Organizing

Loving Day (Design-driven Social Change Project)

Founder, President, 2004-present

Created a new "Loving Day" holiday for diverse families and their children. Developed it into the world's largest network of multiethnic community celebrations. The #lovingday hash tag trended at #3 in the U.S. Extensive press includes CNN, NPR, Time, and BBC.

Teaching & Critique

Parsons School of Design (Distinguished University Teaching Award Winner)

Part Time Assistant Professor, 2003-present
Faculty in Design & Technology, and Strategic Design & Management departments. Select classes: Managing Creative Teams, Information (Data) Visualization, Motion Graphics (Advanced Techniques), interactive design, print design.

Yale University, School of Visual Arts, Parsons School of Design

Guest Critic, 2003-present

Classes critiqued include Design Research (SVA MFA Products of Design program), Senior Project 2: Capstone (Parsons School of Design), Design for Video and Film (Yale University School of Art).

Speaking

HOW Design Conference, Global PR Summit, Harvard, etc. Public Speaker, 2004-present

Over 80 engagements at conferences, universities, museums, and cultural institutions. Focus on social change through design and building diverse communities. Experience as a speaker, panelist, and moderator.

Education

Parsons School of Design, New York

MFA (Master of Fine Arts), Design & Technology master's degree (2002-2004)

New School University, New York

Individual classes: Business Management, Entrepreneurship, Basic Accounting, The Nonprofit: Idea to Reality (2007-2011)

University of Maryland, College Park, MD

BA (Bachelor of Arts), Fine Art/Graphic Design bachelor's degree (1996-1998, early graduation, department valedictorian)

Languages

Fluent in English and French
Student of Spanish and Japanese

Skills: Technical

Visual Software

Hands-on expert in Adobe Creative Cloud (primarily Photoshop, Illustrator, After Effects, InDesign), and Sketch.

Code and Scripting

Expertise in HTML, CSS, PHP, JavaScript and similar, e.g. After Effects Expressions.

Responsive Front-end Frameworks

Customization experience, e.g. Bootstrap, Foundation.

Open Source Software

Implementation experience, e.g. Drupal and WordPress content management systems (CMS).

Corporate Communication Tools

Fluent in industry-standard applications, e.g. Microsoft Office: Word, Excel, PowerPoint, and Apple Keynote.

** Note: this resume has a visual layout that has been designed for human readers. For a simplified layout optimized for non-human readers such as AI (Artificial Intelligence) and ATS (Applicant Tracking Systems), please visit my website.*