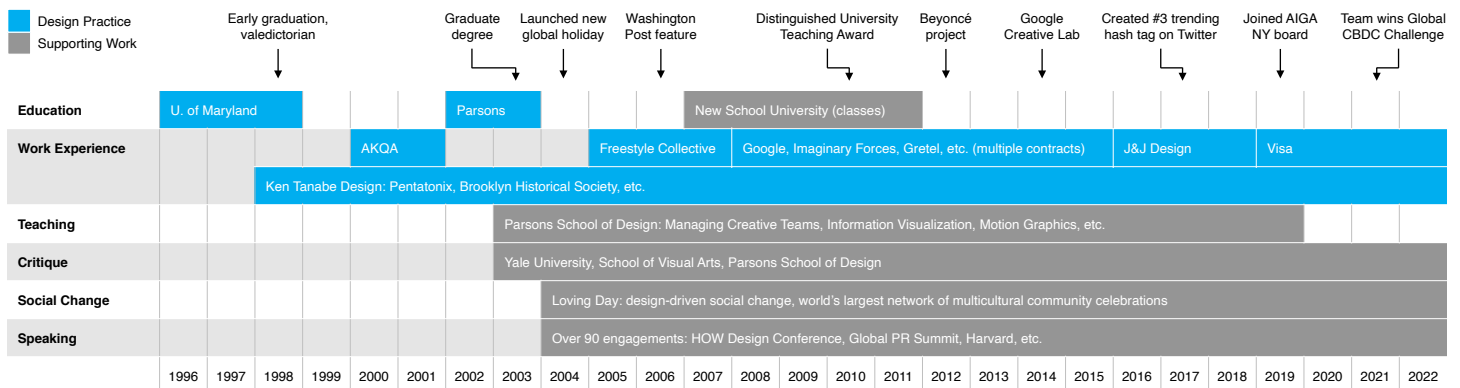




Ken Tanabe: Design Leader

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



Multiple contracts combined. Select work omitted for clarity. Dates rounded to the nearest year.

Skills

- Experienced leader of creative teams and projects
- Award-winning professor in design, creative management
- Press-featured social change and community organizer
- Speaker at 90 venues from conferences to universities

Work Experience

Visa, New York

Senior Director, Design Forward, 2022-present

I lead a design team focused on defining future strategic opportunities and evolving existing products while delivering short and long-term business results. A build on the success of my existing team, I defined an expanded remit to lead a highly collaborative horizontal function with diverse stakeholders including executive, business, and technical partners across our organization.

Visa, New York

Design Director, Digital Partnerships & Fintech, 2020-2022

Selected to lead a net-new design team dedicated to growing partnerships with global tech, big tech, fintech, and digital currency/blockchain (e.g. crypto, CBDC, NFT). In collaboration with business development, designers, developers, and others, we created new models, engagement strategies, and digital experiences.

Visa, New York

Director, Innovation Design (Experience and Engagement), Visa NY Innovation Studio, 2018-2020

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

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.

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 (contract)**

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**

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**

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.

Community Organizing

**Loving Day (Design-driven Social Change Project)
Founder, President, 2004-present**

Created a "Loving Day" holiday for diverse families and their children. Developed it into the world's largest network of multiethnic community events. The #lovingday hash tag has trended three times on Twitter (once at #3, twice at #5). Extensive global press includes CNN, NPR, Time, and BBC.

**AIGA NY (Professional Association for Design)
Board Member, 2019-2021**

AIGA is the professional association for design. With 3,000 members, AIGA NY is the largest of 70 nationwide chapters. Served as chair of the Advocacy and Communications committees. Co-developed a new mission statement, and contributed to realigning chapter activities to support it.

Teaching & Critique

**Parsons School of Design (Distinguished University Teaching
Award Winner)**

Part Time Assistant Professor, 2003-2019

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 90 engagements at conferences, universities, and cultural institutions. Speaker, panelist, and moderator with a focus on social change through design and building diverse communities.

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

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 expertise in Figma, Sketch, and Adobe Creative Cloud (primarily Photoshop, Illustrator, XD, After Effects).

Code and Scripting

Experienced in HTML, CSS, PHP, JavaScript and similar; responsive front-end frameworks (e.g. Bootstrap, Foundation); content management systems aka CMS (e.g. WordPress, Drupal).

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.*