



CHRIS UEDA NEW MEDIA DESIGNER

hello@chrisueda.com

EDUCATION

Academy of Art University, San Francisco, California

Bachelor of Fine Arts, May 2010

Web Design and New Media

Northwestern University, Evanston, Illinois

Robert R. McCormick School of Engineering and Applied Science

Bachelor of Science, June 1999

Industrial Engineering and Management Science

EXPERIENCE

Associate Web Designer

Charlotte Russe — San Francisco, California, *September 2010–Present*

- Designed compelling visual treatments for emails, homepages, and social media, to drive sales
- Collaborated with third party providers to code Facebook contests and promotions utilizing hand-coded HTML and CSS
- Responsible for weekly updates of website and online promotional offers including the uploading of assets and promotional timing
- Worked closely with design and technology teams to conceptualize and prototype functionality, look and feel of retail website

New Media Designer

Tokyo Design Center — San Francisco, California, *October 2007–September 2010*

- Worked independently on design projects with minimal supervision
- Coded web sites utilizing HTML, CSS, Flash, PHP and MySQL database integration
- Designed and coded web based file-sharing system using PHP for client use
- Communicated with clients to assess needs and provide project updates
- Pro actively responded to problems and dealt with them in a timely manner
- Planned and coordinated with third party contractors to launch web sites and web based promotions for clients
- Responsible for managing email campaigns delivered to over 30,000 customers

New Media Designer

Sake San Jose — San Jose, California, *January 2005–Present*

- Designed promotional materials for annual non-profit Sake tasting event including web site, tickets, posters, postcards and informational brochure
- Maintained online content for sakesanjose.com

Business Development and Account Management

BigBang Technology — San Jose, California, *December 2005–August 2007*

- Developed sales leads for IT/Telecommunications consulting company
- Identified and negotiated strategic relationships with potential partners
- Designed and implemented U.S. and Japanese focused marketing campaigns
- Researched advertising programs and managed online and print advertising budgets

- Performed inside/outside sales activities including cold calling and customer visits
- Created quotes and determined pricing for products and services
- Communicated with upper level management to assess needs
- Consulted with engineers to provide IT and communication solutions
- Quickly responded to customer questions and complaints via telephone and e-mail
- Managed sales people, engineers and technical staff on collaborative projects
- Hired new employees and developed training materials for new staff
- Communicated effectively in Japanese bilingual environment

District Sales

IKO International — Torrance, California, *March 2005-December 2005*

- Developed sales leads and new markets for a Japanese manufacturing company
- Required to quickly grasp technical concepts and effectively communicate them
- Created demonstrations and provided materials for manufacturers
- Consulted with engineers and collaborated with customers to provide optimal engineering solutions for applications

GSA Sales and Account Management

Interior Showplace Ltd. — Honolulu, Hawaii, *October 2002-July 2004*

- Independently worked on projects worth up to \$100,000
- Worked with sales team on projects worth up to \$1.5 million
- Determine pricing, quotes, and solved customer service issues
- Collaborated with end-users and government agencies located in the states and abroad to assess needs, coordinate installation, and pricing
- Designed furniture layouts using ACAD software
- Verified plans for accuracy and proper application of product
- Planned office layouts and furniture configurations for optimal workplace efficiency

Assistant English Teacher, Oita City Board of Education

Japanese Exchange and Teaching Program (JET) — Oita, Japan, *June 1999-June 2002*

- Provided translation and support services to local government organizations
- Coordinated classes and planned lessons with education staff K-12
- Collaborated effectively with Japanese and foreign educators
- Presented materials and lessons to groups of up to 300 people

SKILLS

Illustrator
Photoshop
FontLab
InDesign

QuarkXPress
Flash
Coda
Dreamweaver

HTML
CSS
PHP
MySQL

Maya
After Effects
Final Cut Pro
Logic Pro