



# Tomie Sato (7+ years industry experience)

Graphic Designer / UX/UI / Web / Content Marketer

TOMIE

## Technical skills

- ❖ Graphic design
- ❖ Web design
- ❖ UX/UI design
- ❖ Social media + EDM
- ❖ Front-end coding (HTML + CSS)
- ❖ 2D motion graphics

## Software knowledge

- ❖ Adobe Photoshop
- ❖ Adobe InDesign
- ❖ Adobe Illustrator
- ❖ Adobe After Effects
- ❖ Adobe Premiere Pro
- ❖ Adobe Dimension
- ❖ Adobe XD
- ❖ Adobe Bridge
- ❖ Figma
- ❖ Fusion 360
- ❖ Articulate 360
- ❖ Microsoft Word
- ❖ Microsoft PowerPoint
- ❖ Microsoft Excel
- ❖ VS Code

## Honours and awards

- ❖ Behance Review Winner
- ❖ Top Ten in Industrial Product Design
- ❖ Third Place in Character Design Competition
- ❖ Academy Diaries Cover Artwork Competition Winner
- ❖ Trophy of Excellence in Visual Arts

## Let's connect!

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## Work experience

### ❖ **Like-Minded Learning** (2024)

Graphic Designer + Learning Developer

Developing eLearning interactives and graphics for Articulate Storyline and putting together course content in Rise 360. UX/UI designs for Storyline interactives and website design—developing designs by Figma then implementing onto CMS WordPress sites. Social media content creation—tiles designed with Adobe CC such as InDesign, Illustrator, Photoshop and AFX. Editorial designs for other marketing and business collaterals are also developed using my expertise in graphic design.

### ❖ **NZIE (New Zealand Institute of Education)** (2023)

Level 7 Digital Marketing Tutor

Teaching delivery and course content development and management for the Level 7 Diploma in Digital Marketing's 'Content Marketing and Media' paper. Check out my industry insights for content marketing as published by NZIE here: <https://nzie.ac.nz/blog-content-marketing-tutor-tomie-sato/>

### ❖ **Yoobee Colleges** (2018-2023)

Level 5 Creative Marketing Tutor  
Level 5 Web & Graphic Design Tutor  
Level 4 Creative Media Tutor

Resource development and teaching delivery of the blended-online Web and Graphic Design class nationwide students across New Zealand. Received the highest level of student learning satisfaction across all Yoobee campuses (Christchurch, Wellington, Auckland) for the graduating cohort of July 2022. Additionally, here are some of my creative session tutorials as published on Yoobee's official YouTube:

**HTML & CSS:** <https://youtu.be/YbseiqqrKsc?si=AB0mluDcyWvS5jgW>

**Photoshop painting:** <https://youtu.be/sAESudM-qGM?si=oLCSxKtHeYh3wiK>

**AFX motion graphics:** <https://youtu.be/nw1sXxrRp8M?si=dYWoSgkhxncuKgbT>

### ❖ **User-Friendly Resources** (2020-2022)

Graphic Designer  
Digital Content Creator  
Social Media

Instructional resource redesign and content creation for various digital channels such as social media, email, display ads etc. The projects include using Adobe Creative Suite (Photoshop, InDesign, Illustrator, After Effects, Dimension & XD), Microsoft software (Word and PowerPoint), marketing and copywriting—mainly working with digital mediums with a touch of print collateral.

### ❖ **University of Canterbury** (2020-2022)

Lead Graphic Designer

Graphic Designer for the Showcase Booklet and Exhibition for the School of Product Design. Cohesive type layout, graphic design, editing, proofing, and file setup for prepress. Data & scripting techniques were used to layout and edit the booklet in bulk (InDesign, Photoshop & Microsoft Excel).

### ❖ **Waterford Press** (2018)

Graphic Artist  
Print Advertisement & Editorial Layout

Graphic Designer for Waterford Press Christchurch—creating advertisements for publications: Business South, Business North, Business Rural, etc. Worked with clients from Ford, Placemakers, Laser Plumbing and whole lot more.

## Freelance projects

### ❖ **The Gloss Nail Co.** (2024)

Branding + identity  
Print collateral designs

### ❖ **1999 House of Nails** (2022-2024)

Branding + identity  
Print collateral designs  
Store-front (environment) design

### ❖ **Partly** (2022)

Illustrations  
Motion graphics

### ❖ **Power Plumbing & Contracting** (2021)

Branding + identity  
Business card design

### ❖ **Mello Café** (2019-2020)

Branding + identity  
Print collateral designs  
Illustrations  
Motion graphics

### ❖ **Meet in the Middle** (2018)

Event photography  
Photo editing  
(Featuring Tiki Taane + other Kiwi artists)

## Education

### ❖ **Bachelor's Degree in Product Design** (2019-2021)

Product Design, Design Communication, Material Science & Selection, Mechanical Engineering, Manufacturing Processes, Marketing, Management, Mathematics, Physics, Thermofluids, Cognitive Psychology, Global Design (UI & Industrial Design), Drawing & Solid CAD Modelling and Societal & Cultural Science.

### ❖ **Level 5 Certificate in IT & Client Support** (2022)

Scripting for System Administrators (languages: HTML, CSS & Javascript), Hardware, Operating Systems, Intro to Networking.

### ❖ **Level 5 Certificate in Digital Marketing** (2021)

Brand & Audience, and Platforms & Communications.

### ❖ **Level 4 Certificate in Adult Teaching** (2020-2021)

Branding & Identity, Information Design, Product Launch, and Event Design.