



MOMOKO OKIHARA

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EDUCATION Rhode Island School of Design Providence, RI
Bachelor of Fine Arts, Graphic Design 2002

Brown University Providence, RI
Liberal Arts classes 2002

Hochschule fur Gestaltung und Kunst Basel Basel, Switzerland
Poster Design 2001

EXPERIENCE **CONSULTING**

Diverse Clientele in Retail, Beauty, Health, Food, Art, Market Research, Electronics, Media and Community
Consultant 2003 - Present

Ideated and executed projects ranging from logos, various printed collateral, packaging, retail store signage, trade show graphics, and advertising. Specific Clients including Olea, Vice & Virtue, FiveCool Ltd., Suyama Pottery, Creed Strategic Imaging for the Fekkai account, Q Research Solutions, Mariko Dozono, EPOCH Microelectronics, SCN Design, Shu Uemura/Art of Hair, JRG Restaurant Group, Clinica Tsuchiya, Frontline SMS, GlamourGals

FULL-TIME

p9 Design Edgewater, NJ

Senior Graphic Designer 2010 - present

Develop and execute various projects ranging from branding, packaging, collateral, sales and marketing support materials for various clients.

Procter & Gamble Beauty / Frédéric Fekkai New York, NY
Senior Graphic Designer 2007 - 2009

- Worked closely with the Creative Director to develop an evolving look for Fekkai to help push the brand to be more visually cohesive and modern.
- Led creative development on current and new launch packaging, from concept to production to photoshoot.
- Developed and executed many touch points ranging from packaging, in-store merchandising, collateral, sales and marketing support materials for Fekkai's expanding line of luxury hair products.
- Conceptualized holiday designs that were embraced by retailers.
- Had an integral part in the launch of Salon Color, Fekkai's first at-home hair color system, which was a complex initiative that involved custom tooling, 20 shades, and complex inserts.

Revlon, Inc. New York, NY

Senior Graphic Designer 2004 - 2006

Junior Graphic Designer 2003 - 2004

- Led the creative development process from concept to production for the launch of Vital Radiance, a new cosmetics line.
- Conceptualized and art directed 2005 Revlon brand promotional display graphics, packaging and collateral for the mass retailers and internal departments.
- Ideated with the Creative Director, a consistent yet a more polished look for Revlon to help rebrand the company in a more premium, upscale fashion.
- Other responsibilities include working with and negotiating with outside vendors, as well as being closely involved with pre-press to production.

SKILLS **Mac** Adobe CS5: InDesign, Photoshop, Illustrator, Word, PowerPoint

Pre-Press to Production skills, photo shoot experience

Art and Design Black and White photography, Antique and alternative process photography, Silkscreening, Lithography, Intaglio, Jewelry, Ceramics, Letterpress

Languages Fluent Japanese