



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 HGK, Basel, Switzerland  
Poster Design 2001

## EXPERIENCE CONSULTING

### **Diverse Clientele in Food, Art, Market Research, Electronics, Beauty and Community**

Consultant 2003 - Present

Ideated and executed projects ranging from logos, trade show graphics, invitations for corporate events, advertising, promotional collateral and packaging. Specific Clients including Vice & Virtue, Hatsumi Suyama Pottery, Q Research Solutions, EPOCH Microelectronics, SCN Design, Shu Uemura/Art of Hair, Mariko Dozono, Frontline SMS, GlamourGals

### **Creed Strategic Imaging** New York, NY

Consultant 2009

Develop and execute many touch points ranging from packaging, in-store merchandising, collateral, sales and marketing support materials for Fekkai account.

## FULL-TIME

### **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 in the pre-press to production process.

**SKILLS** **Mac** Adobe InDesign, Photoshop, Illustrator, QuarkXpress, Microsoft Word, Microsoft 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

**COMMUNITY** Member of the Natural Resources Defense Council (NRDC) since 2007

Member of the Stanton Street CSA

Volunteer for New York Cares