



HIRO YASUO

Motion & Identity Designer

(801) 884-2590

hyasuo0926@gmail.com

www.TheHiro.Design

@hiro.yasuo



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ABOUT

Hi, I'm Hiro. I'm a designer who specializes in motion and identity design. My passion comes from the desire to connect people with one another. My experience working in agency and in-house design teams and with clients in various industries has provided me with the skillset and adaptability needed to create solutions that establish meaningful relationships between brands and their audiences.

EXPERIENCE

Ultradent Products, Inc.

Graphic Designer (10/2019 - Current)

Oversee creative teams and art direct the visual identity on several marketing campaigns and product launches. Other primary responsibilities span across digital and print. From designing marketing/sales materials, motion graphics, and social assets, to package design, product branding, and logo design.

PolarityTE

Graphic Designer (03/2019 - 06/2019)

Entailed the designing of all company assets, publications, and web/app content. Collaborated closely with several other departments to develop the company branding and identity system. Other responsibilities revolved around editorial designs and UI/UX.

Fusion 360

Multimedia Designer (01/2018-03/2019)

Responsible for creating and/or maintaining brand identities for agency clients. Included the designing of client brand assets and marketing materials, brand strategy, and managing design interns. Key areas of work: logo design, brand identity, UI/UX, editorial layout, and infographic design.

SKILLS

Editorial Layout, Brand Identity, Motion Design, Photo Editing, Typography, UI/UX

Programs

After Effects, Blender, Figma, Illustrator, InDesign, Photoshop, Premiere, XD

EDUCATION

University of Utah

(2013-2018)

Bachelor of Arts in Strategic Communications with an emphasis on branding. I completed courses in advertising, branding, design, visual editing, and copywriting.

Parry D. & Margaret C. Sorensen Endowed Scholarship

(2018 Recipient)