



# AYAKO MINATODANI

graphic design, packaging design & motion graphics design  
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## EXPERIENCE

- March 2011      Designed the opening title and endroll for a short film "Tidy Up" directed by Satuki Okawa.
- August 2010 - Present      Graphic/Product Designer – Idea Nuova, New York NY  
Develop product designs (home decor, furniture and beddings) for generic products as well as licensed products such as Disney, Nickelodeon and Marvel. Create photo real images for presentation and packaging purposes. Design endcaps and sell sheets for sales meetings. Create packages for products (ex. open/close boxes, hang tags, insert, PDQs, slit cards and wraps.)
- March 2006 - July 2010      Sr. Graphic/Packaging Designer – Commonwealth Toy, New York NY  
Develop packaging designs for mass marketed products such as Nintendo's Nintendogs, Mario Brothers, Ubisoft's Petz, Frosty, Rudolph, Hoop and Yoyo and Commonwealth's original toy lines.
- Create dielines for packaging (open box, closed box, display box, tray, PDQ and hang tag)
  - Design packaging elements including logos, call-out bursts, insets and packaging background.
  - Manage battery information, recycle information, international legal notices and design instruction manuals.
  - Coordinate packaging production with international distributors, such as TOMY, Bizak and Giochi Preziosi.
  - Comp sample boxes, blister cards and hang tags.
  - Supervise international offices for final art mechanical and mass production.
- Design store displays for mass market retailers such as Target, Walmart and Kmart.  
Design and supervise all graphic materials including signages, shelf talkers, sell sheets and presentation boards for Hong Kong, Dallas and New York Toys Fairs.  
Design advertisement pages for magazines such as Toy Family & Entertainment  
Photograph and retouch product images for web site, catalogues and magazine advertisement.  
Manage computer equipment, art supplies and maintenance of printers.
- Oct. 2005 - March 2006      Graphic Designer – Horizon Group USA, Inc. Warren, NJ  
Create packaging elements for arts and craft toys. Design layouts for packages. Photograph products. Retouch photography including model shots, inset shots and product shots. Prepare presentation boards. Mock up sample boxes. Manage all art work for final production.
- Sep. 2002 - Oct. 2005      Graphic Designer – Natural Science Industries, Ltd. Farmingdale, NY  
Design packages for licensed products, such as for Disney and Nickelodeon. Create packaging elements for arts and craft/science toys. Photograph products. Retouch model shots, inset shots and product shots. Create line art for instruction manuals. Manage all art work for final production.
- August 2000 - July 2002      Graphic Designer/Production Manager – Pig Pen Studios, Inc. Port Washington, NY  
Create packaging elements including logos, call-out bursts and insets. Assist retouching product shots. Prepare all art work for final production. Manage workflow and track all jobs for billing.  
Communicate with clients.

## COMPUTER SKILLS

Adobe Illustrator, Adobe Photoshop, Adobe After Effect, Cinema 4D, Adobe Indesign, MS Office, Dreamweaver, Flash, Maya and Final Cut Pro

## EDUCATION

- 2009 - Present      M.S. in Digital Imaging and Design, New York University, New York NY  
1996 - 2000      B.A. in Graphic Design (Minor: Radio and Television) Marietta College, Marietta OH