

松原明香



HARUKA MATSUBARA

Product Designer

Profile

- Product designer with 4 years of professional experience at Sony.
- Experience with 5 internal R&D projects. One of the projects amassed ¥100 million (\$913,200) through crowdfunding (Japanese record in 2016), and won the Good Design Award in 2017.
- Experience of creating packages, tutorials, and marketing assets of over 10 products, and making design guidelines/systems to keep design quality efficiently across the world.
- Experience creating CI/VI/Design system for 5 new subsidiary companies/services.
- Able to work effectively as a team player within different departments.
- Problem solving skills using design thinking/UX design/Prototyping.

WORK EXPERIENCE

2014-PRESENT Product Designer | Sony Creative Center ,Tokyo, Japan

- Experience with 5 internal R&D projects.
- Created brand identities for 5 new subsidiaries and projects.
- Handled art direction of marketing assets and package designs for 5 audio products.
- Visualized design strategies and suggested new product or service ideas.
- Experience with mass production of packaging with a Thai factory.
- Skilled in CG rendering from product STP data. and in Photoshop for drawing material.
- Prototyping with digital DIY tools: 3D printer, UV printer, Laser cutter.

<https://www.sony.co.jp/SonyInfo/design/>

2012-2013 Editorial Assistant Designer | CAP,Tokyo, Japan

Editorial design and layout support for magazines in Japanese.

<http://www.cap3hats.co.jp>

2013-2014 Shooting Assistant | NAM ,Tokyo, Japan

<http://n-a-m.org/blog/>

EDUCATION

2018-PRESENT Hyper Island ,Stockholm, Sweden | Digital Media Creative

Studying Team dynamics, facilitation, Workshop, UX/UI design.

<https://www.hyperisland.com/>

2010-2014 Musashino Art University,Tokyo, Japan | BA Science of Design

Studied several fundamental design principles: Product Design, Editorial Design, Typography, Motion Graphics, and then focused on Visual Communication.

<http://www.musabi.ac.jp/>

AWARD

2017 GOOD DESIGN AWARD

<http://www.g-mark.org/award/describe/45074?token=KGIg3MSej6>

2014 Degree Show (works selected) | Musashino Art University

<http://www.musabi.ac.jp/course/undergraduate/scd/showcase/y2013/#anchor4>

Applications

 Illustrator	●●●●●	 KeyShot	●●●○○
 Adobe XD	●●●●○	 TouchDesigner visual programming language	●●●○○
 Photoshop	●●●○○	 After Effects	●●●○○

Hobbies

Watching Movies, VJ(Audio visualization), Making small interactive arts, Drawing with iPad, Playing Japanese guitar(Shamisen)

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