

KAZUNORI Takahashi

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Digital Media Creator and Web Developer with Expertise in Design, Development, and Optimization

HTML | CSS | JavaScript | Adobe Creative Cloud | Content Management | SEO

Career Objective

An experienced digital media creator and web developer with 20+ years of expertise in web development, graphic design principles, content management, and implementing industry best practices. Possessing extensive experience in visual production, social media management, email campaigns, and analytics reporting to create high-quality digital experiences that deliver results. Excel at transforming raw and complex ideas into visually stunning and functional layouts and pages that enhance business values. Having successfully designed and developed numerous corporate and commercial websites, increasing not only traffic but also attracting high-quality traffic through my optimization efforts.

Seeking a position in the web industry that leverages my skills and experience to deliver high-quality digital experiences. Looking forward to contributing to a team that shares my passion for innovation.

Core Skills

- Front-End: HTML | CSS | JavaScript | React | Bootstrap | Contentful | WordPress | Webflow
- Graphics: Photoshop | Illustrator | Premiere Pro | InDesign | Acrobat | XD | Figma | Canva
- Marketing: Web Analytics (Google, Meta) | Email Publishing | Social Media Management
- Optimization: Cross-device testing | User feedback testing | A/B testing
- Back-End: PHP | MySQL | Apache | Git

Work Ethics

- Demonstrating **integrity** in all interactions with coworkers, supervisors, and clients
- Maintaining **discipline** to meet project deadlines and overcome obstacles
- Taking personal **accountability** for job performance and striving for excellence in every task
- **Collaborating** effectively with peers, acknowledging contributions, and sharing credit for successes
- Prioritizing **quality** over mediocrity in all aspects of work

Professional Overview

Velodyne Lidar, Inc. – San Jose, CA

June 2017 – Feb. 2023

Graphic Designer / Web Developer | Jan. 2021 – Feb. 2023

- Revamped corporate website and launched knowledge base website, creating visually appealing and functional sites that increased traffic. Collaborated effectively with technical and sales teams.

- Created multiple campaign websites using WordPress, following design principles, and best practices, and optimizing for performance and usability.
- Managed successful email campaigns across Mailchimp, Salesforce, and HubSpot platforms, achieving high engagement and conversions. Implemented effective SEO strategies to improve search engine rankings.
- Managed the creation of marketing assets, ensuring brand consistency and adherence to guidelines, and designed effective materials such as white papers, templates, posters, banners, etc. for various mediums.
- Created branding packages that included videos, posters, brochures, and other graphics to increase brand awareness, engagement, and educate customers about services and products.
- Created impactful graphics and videos for websites, events, and social media, resulting in increased engagement and positive feedback. Conducted website performance tests to optimize user experience.
- Researched industry trends to implement innovative and cost-effective approaches to digital content creation, management, and design, resulting in increased brand visibility and growth for the company.

Graphic Designer | Jun. 2017 – Jan. 2021

- Led digital media marketing projects and collaborated closely with technical and business teams to deliver high-quality designs that met client needs.
- Created diverse marketing materials, such as logos, flyers, social media graphics, and other collateral, using Adobe Creative Suite and other design tools.
- Developed designs that effectively conveyed brand identity and messaging, resulting in visually appealing and engaging content.
- Ensured consistent branding and messaging throughout all company communications by developing and maintaining corporate Word and PowerPoint templates.
- Led a cross-functional team to revamp a responsive corporate newsroom website on WordPress, enhancing the browsing experience for desktop and mobile users.

Conde House – San Francisco, CA

Sept. 2016 – June 2017

Manager / Digital Media Creator

- Planned and executed successful events and campaigns at the company's showroom, resulting in increased brand awareness and customer engagement.
- Created consistent branded designs for business letterheads, signage, posters, invitation postcards, and other collateral materials.
- Created a 2017 advertisement in 3D Magazine, promoting the company's products and services to a wider audience.
- Relunched and managed the corporate Facebook page with engaging multimedia content to boost follower count and engage potential and existing customers.

- Launched and managed Instagram business account, producing compelling visual content that helped to build a strong social media presence for the company.

QuickLogic Corp. – Sunnyvale, CA

Sep. 2001 – Aug. 2016

Senior Web Technologist | Mar. 2012 – Aug. 2016

- Managed cross-functional teams and successfully implemented a responsive design approach for corporate websites, utilizing WordPress and SilverStripe platforms, resulting in seamless browsing experiences across all devices and platforms.
- Developed efficient and scalable web projects utilizing HTML5, CSS3, JavaScript, Bootstrap 3, and SilverStripe framework for front-end and back-end development.
- Created visually stunning branding packages to increase brand visibility and drive growth.
- Researched emerging industry trends and utilized cutting-edge technologies to develop innovative solutions with high coding standards.

Web Designer / Web Developer | Aug. 2003 – Mar. 2012

- Created custom WordPress themes for corporate blog and micro-sites using HTML, CSS, and PHP, supporting online marketing activities.
- Redesigned and refreshed corporate website, developed CMS back-end user interface, and enhanced user experience and navigation.
- Created various content formats, including videos, animation, posters, brochures, eBooks, and emails, to support online/offline and digital/print marketing efforts.
- Managed and optimized Google AdWords campaigns, and integrated Salesforce CRM into the corporate website.
- Generated regular web activity reports, analyzing trends and optimizing visitor experience.
- Utilized web tools, including Google Analytics, Hootsuite, and bit.ly, to support online marketing activities and ensure accurate tracking and reporting of key metrics.

Education

- M.A., Art - **Digital Media for Art History and Education**, San Jose State University - San Jose, CA
- B.A., Art - **Computer in Art**, San Jose State University - San Jose, CA
- B.A., Economics - **Trading**, Kanagawa University - Yokohama, Japan

Languages

- English - Bilingual
- Japanese - Bilingual