

# CHI HARU TANAKA

## WORK EXPERIENCE /

JANUARY 2016 – PRESENT

MORISAWA INC. JAPANESE TYPE FOUNDRY, SAN FRANCISCO  
CREATIVE DESIGNER / MARKET RESEARCHER (FREELANCE)

Design promotional materials (leaflet, card, brochure, website and eblast) for their fonts.  
Market research regarding the type industry in the United States.

2010 – PRESENT

PSY/OPS TYPE FOUNDRY, SAN FRANCISCO  
TYPE DESIGNER (FULL-TIME)

Create and assist with new typeface designs for various corporate clients. Work on projects from initial concept to final digital delivery. Clients include Chevrolet, Google, Milliken, Panera Bread, San Jose State University, The Melt, Urban Outfitters and the A&E television network.

NOVEMBER 2009 – APRIL 2010

LANDOR ASSOCIATES, SAN FRANCISCO  
GRAPHIC DESIGNER (FREELANCE)

Designed brand identity, print, packaging and custom typeface for various corporate clients, including San Diego Zoo, Del Monte, Isaes and University of Colorado Denver.

AUGUST 2009 – MARCH 2010

JOHN MCNEIL STUDIO, SAN FRANCISCO  
GRAPHIC DESIGNER (FREELANCE)

Worked on a full company rebrand of Juniper Networks for its NYSE launch. The new brand assets included a new logo, icons, advertisements, print collateral, and large scale street banners.

APRIL 2000 – JULY 2004

CREATIVE COMMUNICATION LESMANS CO., TOKYO, JAPAN  
GRAPHIC DESIGNER (FULL-TIME)

Advertising and campaign design for various clients including Honda, Tokyu Hands and Fancl.

PORTFOLIO / [WWW.CHIHARUTANAKA.COM](http://WWW.CHIHARUTANAKA.COM)

E\_MAIL / [CHI HARU@CHI HARUTANAKA.COM](mailto:CHI HARU@CHI HARUTANAKA.COM)

PHONE / 415 503 8634

CHIHARU TANAKA

• **EDUCATION /**

JANUARY 2005 – SPRING 2009

ACADEMY OF ART UNIVERSITY, SAN FRANCISCO, CA  
MFA in GRAPHIC DESIGN

APRIL 1996 – MARCH 2000

TAMA ART UNIVERSITY, TOKYO, JAPAN  
BA in ART & DESIGN with a focus on TEXTILE DESIGN

• **COMPUTER SKILLS /**

ADOBE ILLUSTRATOR, PHOTOSHOP, INDESIGN, DREAMWEAVER, FONTLAB STUDIO,  
SCAN FONT, GLYPHS, FONTOGRAPHER, KEYNOTE, NUMBERS, EXCEL, WORD,

• **AWARDS /**

APRIL 2012

TOKYO TDC, VOL.22 WINNER / TYPE DIRECTOR'S CLUB TOKYO

JANUARY 2010

TDC 56 WINNER / TYPE DIRECTOR'S CLUB NY

JANUARY 2010

ADOBE DESIGN ACHIEVEMENT AWARD WINNER