



# S. ANDY TANABE

senior designer / creative director

## Contact

206.854.9419

andy@asianpermsformen.com

asianpermsformen.com

linkedin.com/in/andy-tanabe-b630091

## Skills

### // PROFESSIONAL

Creative direction

Creative conceiving

Stakeholder presentations

Strategic thinking

Collaborative brainstorming

Global branding

Visual communication

Product research

### // TECHNICAL

Adobe Creative Cloud

Photoshop

Illustrator

InDesign

Xd

After Effects

Premiere

Dreamweaver

Sketch

InVision

Typography

HTML

CSS

PowerPoint

Video

Photography

## SNAPSHOT

Deeply driven senior designer / creative director with 20+ years in the creative industry, specializing in product marketing and UX thinking. Highly collaborative and detail-oriented with a passion for bringing solution-oriented ideas to life.

## ACCOMPLISHMENTS

Creative directed the global launch of Stryker's Power-PRO 2 and was a finalist for the 2022 Brand Implementation of the Year.

Received the Marketing Excellence Award for brand leadership 2020, 2021 and 2022.

## WORK HISTORY

Stryker 2019 - Present  
Senior Digital Media and UX Design Manager

- Lead creative for the Emergency Care Marketing Communications team
- Creative direct all marketing campaigns including product launch creative strategy, video, animations/renderings, print, email, social and web
- Manage and lead vendors/agencies on video production, photography shoots, product animations and renderings
- Served as the brand leader for the Stryker Emergency Care business division

Savers, Inc. 2018 - 2019  
Senior Digital Media Designer/UX Lead

- Manage global marketing campaigns across email, social and web UX/design
- Digital best practices expert and lead for all website and email design
- Serve as lead UX designer for B2B web-based portals and auxiliary channels of business

Getty Images 2016 - 2017  
Interactive Art Director / UX Designer

- Directed and executed the brand's entire consumer advertising platform
- Designed user experience plug-ins for Adobe Cloud programs
- Led team brainstorming and presentation efforts for branding and naming of consumer editing tool
- Concepted and created ad campaigns promoting the summer Olympics photo galleries

HTC 2015 - 2016  
Senior Visual Designer

- Head of creative advertising efforts in the Americas, including website redesign and promotional communications such as emails and microsites
- Directed the design and UX for new ecommerce experience bringing HTC stores to life online for mobile and desktop
- Conceptualized and designed promotional pieces that achieved some of highest sales in HTC history



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## Education

Western Washington University  
Bachelor of Science,  
Industrial Technology with  
emphasis in Graphic Design 1999

Great Learning - UI/UX  
education course certificate

## Other interests

Velodrome and road cyclist  
Musician (bass, guitar, drums  
and saxophone)  
Aspiring sommelier  
Chef  
Photographer  
Father  
Husband (my wife thinks this  
should be first)

Amazon via Collabora 2014  
Visual Designer

- Partnered with national team of project managers for top-tier brands' (Philips, Adidas, Sony Music, Quiksilver) advertising on the Amazon network
- Lead designer for various client ad campaigns optimized for Kindle and other mobile devices
- Oversaw consistency of multiple brand guidelines, maintaining the integrity of the Amazon brand

Seattle Wunderman Network (Y&R Group) via The Creative Group  
2013-2014  
Art Director

- Oversaw art direction for Microsoft, Bing, T-Mobile, Group Health, Adidas and Xbox
- Collaborated with copywriters to conceptualize responsive onboarding, acquisition and advertising campaigns for Bing Ads
- Developed concepts, pitched and executed creative for Adidas' abandoned browser email campaign
- Collaborated with UX team on the redesign of Group Health's B2B website

The Seattle Times  
2006-2013  
Visual Designer

- Lead designer in the concept and creation of full-scale websites, ad campaigns (print and web), email campaigns and pitch work
- Designed promotions for NWsource including South Lake Union Block Party, SIFF, The Bodies Exhibit, New Urban Eats and various recruitment and restaurant campaigns
- Collaborated with a team of visual designers and creative directors to develop a new brand for The Seattle Times
- Partnered with creative director and UX team to redesign jobs section of The Seattle Times

HL2 via The Creative Group 2006  
Interactive Designer

- Developed compelling Flash presentations, rich media advertising and interactive corporate image pieces in B2B and B2C capacities for Microsoft, Corbis and Vail Resorts
- Conceptualized and produced Microsoft Flash presentation bolstering internal sales teams' fundraising for product launch
- Created an animated slideshow showcasing the breadth of Corbis imagery to global audiences
- Conceptualized and animated an interstitial ad for Vail Resorts, promoting summer activities