

LANA MATSUYAMA

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Work Experience

Zeta Interactive

Creative Strategist, 07/2011-present

- Developed concepts and strategized creative approach for pitches to prospective Fortune 500 clients
- Executed proposed creative and gained experience overseeing and managing production through to the development stages into completion
- Presented concepts and comp creative to the client in presentations
- Provided expert recommendations for improving performance on email programs, landing pages and websites in competitive analysis reports
- Reponded to creative in RFPs

Integrated Graphic Designer, 04/2010-07/2011

- Designed comps for emails, digital publications, websites, display advertising and the user interface of online tools for Fortune 500 clients
- Analyzed, leverged and enhanced client brands to build relevant content around offers in digital publications, increasing conversions
- Enhanced the Zeta Interactive brand, website strategy and sales/marketing collateral

Freelance Graphic & Web Designer, 06/2006–present

- Created logos, e-marketing, web and print design for various clients
- Work can be viewed at www.lanamatsuyama.com

artnet Worldwide, Inc. (artnet.com)

Senior Graphic & User Interface Designer, 09/2009–02/2010

- Supervised design and execution of marketing campaigns, including banners, emails, landing pages, print advertisements and direct mail promotions
- Oversaw all creative development for all artnet auctions special sales
- Assisted in the enhancement and redesign of artnet.com, including homepage, navigation and product pages and designed user interface for finanacial products
- Created branding style guide, media kits and product fact sheets for artnet
- Managed assistant designers, collaborated with front-end web developers

Junior Designer, 09/2007–09/2009

- Produced interactive online banners, landing pages and promotional emails
- Assisted in concept development and visual design of print advertisements for national and international publications and art fairs and direct mail promotions
- Designed all creative and promotional material for the launch of artnet Auctions, Design Marketplace and Decorative Art Price Database

* References available upon request

Education

New York University

BA Gallatin School of Individualized Study, 09/2003 – 05/2007

- Advertising, Design & Psychology, graduated Magna Cum Laude

Awards

National Dean's List, 2003–2007

Founder's Day Award, May 2007

Skills

Microsoft Office, Filemaker Pro, Photoshop CS4, Illustrator CS4, InDesign CS4, Flash CS4, Dreamweaver CS4, HTML/CSS, basic Javascript, After Effects