

# IAN AIKYO TOYOZUMI

Creative and strategic thinker

**PORTFOLIO:** iantoyozumi.com

**LOCATION:** Minneapolis, MN

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## ABOUT

Brands, like people, are always evolving and I love being part of the evolution. I help foster and grow brands by providing smart strategy and quality creative design leadership. Human centered design is at the heart of smart design and constant consumer empathy brings brands to the next level.

## KNOWLEDGE

University of Wisconsin – Stevens Point

## TOOLS

InDesign  
Illustrator  
Photoshop  
Animate  
AfterEffects  
Sketch.  
Understanding and appreciation of HTML5 and CSS.

## LANGUAGES

English  
Japanese  
German

## REFERENCES

Tons of people will say great things. All you need to do is ask!

## INTERESTS

Photography  
Travel  
Cooking  
Yoga  
Always learning something new

## WORK

**HealthPartners** Bloomington  
Digital Creative Manager  
January 2017 - November 2019

Lead and managed design team for internal brand and creative team. Mentor and teach designers and copywriters. Lead conversations for marketing efforts for strategy and growth for the HealthPartners brand. Lead effort to establish new video standards and capabilities to team. Creative lead on HealthPartners events. Designed environmental spaces, created big-picture storyline for events and lead the design for event collateral.

**Ciceron** Minneapolis  
Art Director  
February, 2015 - August, 2016

Designer and User Experience Designer for digital marketing agency. Designed compelling digital experiences. Lead creative conversations and provided direction of projects internally within agency as well as with clients and their teams. Create intuitive user experience wire frames and site maps. Clients: Children's Hospital and Clinics of Minnesota, Lommen Abdo, Home Depot, Vonage

**McCann Worldgroup** Minneapolis  
Graphic Designer  
September, 2010 - June 2014

Designed digital experiences and campaigns. Collaborated with creative directors and marketing managers to design the best experiences possible within a brand's standards. Clients: Betty Crocker, Pillsbury, Live Better America, Pillsbury, Yoplait.

**Planex Communications**, Tokyo  
Graphic Designer / Copywriter  
November, 2008 – May 2009

Translated Japanese documents to English. Designed product packaging. Designed product catalogue for North American and European markets.