

KEIKO TOYODA

Multidisciplinary Designer

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Summary

As an all-round designer with 3+ years of experience in studio and in-house settings, I have honed my flexibility to create designs that resonate with diverse audiences. With a background in tech sales and international project experience, my designs balance creativity with commercial effectiveness to drive business success. Passionate about making a meaningful global impact, I view every challenge as an opportunity for growth and strive to enhance my technical skills and creativity in collaborative teams.

Software

- Photoshop
- After Effects
- Blender
- Illustrator
- XD
- MS Office
- InDesign
- Figma
- Google Analytics

Skills

- Logo Design
- Print Design
- Motion Graphics
- Photography
- Web Design / Development (HTML, CSS, JS, WordPress)

Work Experience

In-house Designer | The Students' Union at BU Ltd | Bournemouth, UK

Oct 2024 - Jul 2025

- Designed multimedia brand campaigns, including digital screens, posters, and social media posts, working closely with the Marketing Manager to ensure brand consistency.

Designer | grasp at the air | Tokyo, Japan

Nov 2021 - Aug 2024

- Revitalised the brand identity of a global tech company in Dubai, maintaining the existing brand impression while transitioning to a new identity, boosting LinkedIn scout responses by 4x.
- Led the creative direction and execution of a website redesign for an international patent firm, blending classical elements with animation to attract a creative, uniqueness-driven audience.
- Created a conversion-friendly landing page for a solar panel company, optimising accessibility through close collaboration with a web developer and SEO specialist.
- Developed a Shopify e-commerce platform for a bag company, focusing on optimising user journeys and improving the overall online shopping experience.

Graphic and Web Designer (Freelance)

Apr 2021 - Aug 2024

- Crafted dynamic flyers in several languages for a multicultural recruiting company, aimed at new graduates, using photos and illustrations to highlight its diverse and friendly culture.
- Developed a WordPress website for a historic 90-year-old hotel, using HTML, CSS, jQuery, and PHP, enhancing UI/UX by prioritising key information to drive conversion goals.

Software Sales | Tokyo and Kyoto, Japan

Apr 2014 - Feb 2021

- Designed brochures and pitch decks for sales activities, and conducted user testing for web/mobile applications, providing valuable feedback to improve usability before launch.

Education

MA, Graphic Design

Arts University Bournemouth
Bournemouth, UK
Aug 2025

BA, Business Administration

Ritsumeikan University
Kyoto, Japan
Mar 2014

Hobbies

Playing the Trombone

Outside of design, I play the trombone in a local brass band in Bournemouth.

