

# KEIKO TOYODA

## Mid-weight Designer

### Summary

As a multidisciplinary designer with 4 years of experience in studio and in-house settings, I have honed my flexibility to create designs that resonate with diverse audiences. Drawing on my unique background in tech sales and international project experience, I design beyond aesthetics to deliver strategic and user-centred solutions. I see challenges as opportunities for growth, and am passionate about making a positive impact on a global scale through visual storytelling.

### Software

- Figma
- InDesign
- VS Code
- Photoshop
- After Effects
- FileZilla
- Illustrator
- Canva
- Google Analytics

### Skills

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

### Work Experience

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

Oct 2024 - Jul 2025

- Collaborated with the Marketing team to create inclusive brand campaigns across print and digital platforms, engaging 17,000+ diverse students while aligning with brand guidelines.

**Designer** | grasp at the air | Tokyo, Japan

Nov 2021 - Aug 2024

- Revitalised the brand identity and website of a global tech company in Dubai, leading design from research to delivery with wireframes and prototypes, increasing 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 enhance user experience and attract an audience driven by uniqueness.
- Created a marketing landing page for a local solar panel company, optimising for conversions through close collaboration with a web developer and SEO specialist.
- Bridged the gap between designers and web developers to ensure seamless web development integration, enhancing team efficiency and solving technical issues.

**Web Graphic Designer (Freelance)**

Apr 2021 - Aug 2024

- Created multilingual flyers and a poster for a recruiting company, combining photography and illustration to highlight its inclusive and welcoming culture.
- Developed a WordPress website for a historic 90-year-old hotel, using HTML, CSS, jQuery and PHP, enhancing user experience by prioritising key information to drive conversion goals.

**Software Sales and Marketing** | Tokyo and Kyoto, Japan

Apr 2014 - Feb 2021

- Designed presentation decks and product brochures to support sales activities, and conducted user testing for SaaS applications, delivering insights to improve UI/UX prior to launch.

### Education

**MA, Graphic Design**

Arts University Bournemouth  
Bournemouth, UK  
Sept 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.

