



Yoshinori KAWAMURA

Management / Product Strategy / Creative Tech /



WORK EXPERIENCES

2014 July -

Management / Strategy / UI Design Global / Amsterdam

MR Coincidence www.mrcoincidence.com

Managing and providing a wide range of creative, strategic and account competence that ensures an all overview of all communication channel that leads to an international marketing communication and sales support.

Client: Converse, Adidas, Herschel, Airbnb, Danone and more

2012 Oct -
2014 Jun

Managing Director Shanghai

IMG SRC Shanghai www.imgsrc.co.jp

Developed an award-winning agency's start-up office in China and managed integrated projects throughout the project lifecycle including accounting, planning, design, development, deployment, and closure. Determine project milestones and actively measure project progress against milestones to ensure timely and successful completion account management and account development cultivation for global major brands.

Client: Converse, Nike, Disney, Budweiser, Benz and more

2011 Mar -
2012 Feb

UX / UI Designer Düsseldorf

Isobar www.isobar.com

Digital strategist for multiple digital platform. Creating and developing strategic solution for client businesses, interactive communication for consumer to communicate with each other about their businesses, products and brands.

Client: Goldwell, KMS Californica

2010 Sep -
2011 Feb

Account Director Düsseldorf

McCann www.mccann.com

Led and conducted account team, developing a vision for the integration of digital knowledge. Also engaged clients with all parts of digital integration process, from media planning + conceptual design includes strategic user research to execution.

Client: Pele Sports, Loreal

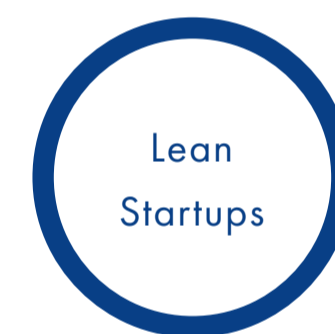


WHY ME?

I'm Yoshi from Tokyo and based in nowhere but everywhere. My professional expertise encompasses all communication channels from offline to online with a strong emphasis on sales and marketing communication – both B2B and B2C – from developing and writing the brief to supervising execution including product/project management, creating an user experience and user interface design.



SKILLS & KNOWLEDGE



Microsoft Office ●●●●●

Adobe Photoshop ●●●●●

Adobe Illustrator ●●●●●

Adobe AfterEffects ●●●●●

Adobe Premiere ●●●●●

Sketch ●●●●●

HTML ●●●●●

CSS ●●●●●

JavaScript ●●●●●

Wordpress ●●●●●

2008 Feb -
2010 May

Account Director

📍 Tokyo

🚩 LANGUAGES

McCann www.mccann.com

Led and conducted account team, developing a vision for the integration of digital knowledge. Also engaged clients with all parts of digital integration process, from media planning + conceptual design includes strategic user research to execution.

Japanese



English



Chinese



Client: Disney

2007 Feb -
2008 Jan

UX / UI Designer

📍 Tokyo

📞 CONTACTS

Samurai Works www.samuraiworks.co.jp

Developed strategies, creative concepts and executed wireframes and interface designs for many different types of clients, "NTT docomo" (the biggest Japanese mobile carrier), Castrol (automotive lubricants brand), OTTO (German retailers) and so on.

📍 Duitsepoort 2
6221 VA, Maastricht,
The Netherlands

📞 +31 644 010 997

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💻 www.mrcoincidence.com

🌐 www.linkedin.com/in/yoshinori-kawamura/

Client: NTT docomo, Castrol, OTTO

2005 Aug -
2007 Jan

UX / UI Designer

📍 Tokyo

Inter Media Japan www.imjp.co.jp

Worked on the several small teams that managed, designed and developed the largest e-commerce company "Rakuten". Developed the best efficient project management tactics and tools through the work.

Client: Rakuten

2002 Sep -
2005 Jul

Industrial Graphic Designer

📍 Tokyo

Value

Designed multiple industrial signs including street maps, pictographs and doorplates.



EDUCATION

1996 Apr -
1999 Mar














General Diploma

📍 Tokyo

Showa Gakuin High School



PRODUCT EXPERIENCE

- 2017** ● **Herschel China E-Commerce & Social Media**  China
<https://herschel.tmall.com/>
<http://herschel.cn/>
- 2016** ● **bloo vision Lazy Eye Training Product**  Global
<https://www.bloo.vision/>
- 2016** ● **China Construction Bank Retail Experience**  Shenzhen
<https://vimeo.com/231430174>
- 2015** ● **Mercedes Benz Interactive Photo Shooting**  Shanghai
<https://vimeo.com/126485388>
- 2015** ● **Budwiser Interactive Karaoke Room**  Guangzhou
<https://vimeo.com/121360362>
- 2015** ● **Adidas Global Loyalty Program**  Global
<https://www.adidas.com>
- 2014** ● **Converse China E-Commerce**  China
<https://www.converse.com.cn>
- 2014** ● **Design Shanghai Flip Dots**  Shanghai
<https://vimeo.com/84498537>
- 2014** ● **Mini Retail Interactive Fitting Mirror**  Shanghai
<https://vimeo.com/257467152>
- 2014** ● **Converse Interactive Photo Booth**  Across China
<https://vimeo.com/98881391>
- 2013** ● **Arda Expo Interactive Projection Mapping**  Shanghai
<https://vimeo.com/84486761>
- 2013** ● **Converse Interactive Vending Machine**  Shanghai
<https://vimeo.com/84258115>
- 2013** ● **Nike Free Responsive Retail Window**  Shanghai
<https://vimeo.com/121365902>