



# MIKE SEGAWA | Senior Art Director/Design Lead

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## WORK EXPERIENCE

Hands-on Art Director with 15+ years of experience creating visually stunning, thought-provoking solutions across digital, print, social, experiential, and environmental platforms. Adept at developing breakthrough concepts that inspire audiences, meet client objectives, and align with cultural trends. Collaborative and strategic, I excel in crafting award-winning creative solutions for large-scale brand activations, themed attractions, social campaigns, PR events, and experiential marketing.



### BEAUDRY INTERACTIVE (b/i) | ART DIRECTOR, VISUAL DESIGN [2017-Current]

- Conceptualize, art direct and design creative solutions for interactive games, experiential activations, and brand activations, aligning with client goals and engagement strategies.
- Collaborate with clients, designers, copywriters, and multidisciplinary teams to deliver creative solutions for all projects on time and within budget parameters.
- Produce creative PowerPoint presentations and create tool kit templates for marketing and business development initiatives.
- Oversee, develop and manage the company's brand identity, marketing campaigns, and social media content.
- Participate in planning for new business and marketing initiatives, scope and budgeting estimations, and project brainstorming.
- Lead the Visual Design department where I manage and mentor junior designers, internship programs and independent contractors.
- Led art direction and design of award-winning projects, including: Sesame Street Land at SeaWorld Orlando and Sesame Place San Diego, Inspector Training Course at Discovery Cube Los Angeles and the Currents Interactive Zone for Carnival Cruise Line. (These projects notably helped increase public attendance and redefine guest engagement in new and innovative ways.)



### D23 - THE DISNEY COMPANY | ART DIRECTOR + CONCEPT ARTIST [CONTRACT] [2015-2017]

- Collaborated with production teams to deliver engaging marketing concepts for sales pitches and environmental designs for high-profile events, enhancing the attendee experience at the D23 Expo from 2015-2017.
- Managed the creation of promotional materials and digital assets, reinforcing key messages and brand identity for subscription member gift and event giveaways.



### JAKKS PACIFIC | PACKAGE DESIGNER [2012-2013]

- Developed packaging concepts for Tolly Tots toy brands, including Safety 1st, Fisher-Price, Rubik's, Baby Genius, and collaborated with Disney Consumer Products on packaging for My First Disney Princess that effectively communicated brand messaging and engaged target audiences, leading to successful product launches.
- Created artwork and graphic assets and led packaging concept development, and initiatives for retail pallet and POP displays.
- Coordinated photo shoots and developed image asset toolkits for packaging.
- Provided creative direction and oversight for projects to Hong Kong production affiliates remotely from Santa Monica, CA, collaborating with international teams to manage the package manufacturing process and ensure brand consistency. Travelled to Hong Kong during peak seasons for stakeholder meetings, factory visits, and direct collaboration on packaging prototypes.
- Collaborated with marketing and international sales teams to develop marketing materials and directives for packaging, showrooms, and press events.



### WALT DISNEY IMAGINEERING | CONCEPT DESIGNER [2009-2012]

- Crafted high-concept presentations for Disney properties, focusing on user-centered design and spatial engagement to provide WDI development concepts for new business or enhance guest experiences for current attractions.
- Collaborated with creative teams to design immersive environments and interactive elements show murals, wallscape, and dimensional props for attractions like the Toy Story Mania game ride and Queen of Hearts F&B vending portals at Tokyo Disney Sea, emphasizing creative branding solutions within WDI's Tokyo portfolio.



### DISCOVER FINANCIAL SERVICES | ASSOCIATE DESIGNER [2006-2008]

- Designed integrated marketing materials and communications that effectively engaged customers and reinforced brand messaging.
- Collaborated with business partners to develop strategies that supported project objectives, develop marketing strategies and enhanced user experience.
- Designed credit cards and led initiative on the Teen Card initiative, partnering with market analysts to develop brand positioning documentation and fulfillment kits.



### PUBLICIS GROUPE, NYC | GRAPHIC DESIGNER + PRODUCTION ARTIST [2002-2005]

- Directed visual design for key accounts, notably P&G, BMW, L'Oreal, Ernst & Young and Principal Financial, for print publications and billboards for regional and international campaigns.
- Collaborated with cross-functional teams to create impactful presentations and marketing collateral.
- Coordinated photo shoots and spearheaded the design of layouts and graphics for product packaging, environmental signage, and new business initiatives.

## EXPERTISE

- Experiential Design
- Creative Leadership
- Storytelling & Presentation Skills
- Audience Engagement Strategies
- Multidisciplinary Team Collaboration
- UX/UI Design
- Graphic Design
- Concept Design

## SKILLS

- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)
- Microsoft Office Suite (PowerPoint, Word, Excel)
- Figma, SketchUp, and WIX
- Strong manual skills in illustration and production techniques

## EDUCATION

- BFA, Northern Illinois University [August 1999]
- Basic HTML, Oakton Community College [Summer 2007]
- Composition, Gnomon School [Fall 2011]