



JUNKO OTSUKI

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Design Portfolio CYBERJUNKO.COM

LinkedIn LINKEDIN.COM/IN/CYBERJUNKO/

Education

Parsons School of Design

MFA, Design and Technology
New York

Kitakyushu University

B.A., Economics
Fukuoka, Japan

Expertise

User Interface Design
Branding & Brand Integration
Marketing
Design Systems
Illustration & Visual Narrative

Awards

The ADC 82nd Annual Award
Silver Medal 2002

Graphis Corporate Identity Annual
2006

Tools

Adobe CS (Ps, Ai, Lr, Id, Ae, Fi)
Figma · Sketch · Midjourney

Languages

Japanese
English

Experience

Self-employed Seattle 4 years 3 month

Design Consultant / Illustration Oct 2021 - Present

Providing product branding, UI design, design systems, marketing visual storytelling, and illustration across digital and print. Specializing in translating complex concepts into compelling visual narratives across commercial and editorial contexts.

Smashing Ideas Seattle 3 years 8 months

Principal Designer Sep 2019 - Mar 2021 (1 year 7 months)

Associate Principal Designer Aug 2017 - Sep 2019 (2 year 2 months)

Designed digital products, branding strategies, and visual storytelling solutions for clients across the healthcare, retail, and education sectors.

Main Clients: Phillips, Bluenile, Lumedic, and Amazon Kids

Cyberjunko Studios 15 years 1 month

Design Consultant Jul 2002 - Jul 2017

Provided digital product design and branding for global clients, covering UX, visual identity, and cross-platform design.

Main Clients: Sony, Sears, Kodak, Razorfish, Digitas, and Humantific

NBC Universal New York 9 years 1 months

Art Director Nov 2006 - Nov 2015

Led design for NBCUniversal's wide range of digital properties, including websites for TV channels, shows, movies, and theme parks, as well as internal business tools and portals. Collaborated with cross-functional teams to create cohesive branding and user experiences across platforms.

Key Projects: SproutTV, SyFy UK, Telemundo, Weather Channel, Jerry Springer Show, Maury Show, Universal Studios Theme Parks, nbcuni.com, myNBCU (intranet), and various internal tools.

AOL New York 3 years 7 months

Art Director Nov 2004 - Jun 2006 (1 year 8 months)

Senior Designer Nov 2003 - Nov 2004 (1 year 1 month)

Visual Designer Dec 2002 - Nov 2003 (1 year)

Created and managed engaging digital experiences for AOL Games.

Gamelab New York 1 year 5 months

Design Intern Aug 2001 - Dec 2002 (1 year 5 months)