

ILENE SHIOGUCHI

PRODUCT DESIGNER BASED IN TORONTO, CANADA

SUMMARY

A product designer with a background in creative advertising (client services & project management).

Seeking opportunities as a product designer to make a contribution towards products that bring a positive impact to its users.

EXPERIENCE

Dec 2018–present

ACCOUNT SUPERVISOR

Leo Burnett • advertising agency

- Client: GM Canada (GMC & Buick)
- Lead the execution of monthly national retail campaigns & deliver creative material against strict deadlines.
- Lead the conversation between stakeholders - internal team, client, partner agencies, and external vendors - to ensure flawless delivery.
- Present & defend creative ideas to deliver effective work that generates direct sales.
- Projects include TV, print, digital & social.
- Promoted from Account Executive in March, 2020.

Apr–Nov 2018

ACCOUNT EXECUTIVE

Publicis Groupe • advertising agency

- Client: Mercedes-Benz
- Led the execution of monthly retail campaigns & C-Class launch campaign while supporting other fully-integrated campaign efforts.
- Led the implementation of the monthly tactical campaign production process within Publicis' sub-division agency Emil.

May 2017–Mar 2018

ACCOUNT COORDINATOR

Riddoch Communications • advertising agency




- Clients: Petro Canada, RBC, Lone Star, Amica Helping Hands
- Handled daily agency-client communication.
- Independently managed briefing, execution & delivery of creative assets in a collaborative environment.
- Managed production estimates, billing, and invoices.

May 2016–Apr 2017

ACCOUNT COORDINATOR

Grip Limited • advertising agency

- Clients: Pizza Hut, Oshawa Centre, Lindt, Dare Foods
- Liaised with clients and addressed day-to-day needs.
- Assisted in the briefing, execution & delivery of creative assets.
- Presented quarterly competitive research to clients.

 www.ileneshioguchi.com
 ileneshioguchi@gmail.com
 416 523 9811

EDUCATION

2020–2021

USER EXPERIENCE & USER INTERFACE DESIGN

DesignLab
Certificate

2015–2016

ADVERTISING, ACCOUNT MANAGEMENT

Centennial College
Graduate certificate

2010–2014

RTA SCHOOL OF MEDIA

Ryerson University
BA with English minor

TECHNICAL SKILLS

- Figma
- Sketch
- Adobe Creative Suite
- Balsamiq
- InVision
- Zeplin
- Miro
- Whimsical