

# Misono Yokoyama Allen

CREATIVE DIRECTOR & UI/VISUAL DESIGNER

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LINKEDIN

## Professional Experience

- 2018 - present  
**Design Manager & User Experience Lead**  
**CISCO**  
Creative director and design team lead for the the Digital Engagement team. Focused on supporting the digital transformation of service provider partners through enhancing the customer journey. Worked closely with product management, engineering, and content teams on a self-serve web portal for service providers, as well as its associated microsites and campaigns. Currently responsible for Webex Calling admin portals.
- 2017 - 2018  
**Senior Creative Designer**  
**BROADSOFT (acquired by CISCO in 2018)**  
As the lead designer for BroadSoft's Go-To-Market team, built marketing campaign assets for service providers, both in HTML and PDF formats. Created Google Adwords campaigns for BroadSoft's various products. Mentored, trained, and advised junior designers on the team.
- 2015 - 2017  
**Digital Designer / Front-End Developer**  
**BAMBOO SOLUTIONS**  
Responsible for the ideation, design, and development of projects including the company website, landing pages, responsive HTML emails, infographics, share graphics, presentation slideshows, and display ads. Collaborating with copywriter and marketing specialist to create and deliver assets for marketing campaigns and product launches. Working with product management team on UI for SharePoint® web parts.
- 2007 - present  
**Freelance Designer & Front-End Web Developer**  
**ATELIER MISONO**  
Web design and front-end development for a variety of clients: UI design, coding (HTML, CSS), Wordpress theme customization, design consultation. Creation of logos and branding styleguides, posters, promotional materials, print advertisements, stationery, event invitations, flyers, brochures, and banners.
- 2007 - 2012  
**Senior Designer, Web & Print**  
**WAXCREATIVE DESIGN**  
Designed, built, and maintained websites for bestselling and up-and-coming authors. Engaged in heavy client communication and management, also designed print promotional items and apparel.
- 2006  
**Electronic Media Intern**  
**THE JOHN F. KENNEDY CENTER FOR THE PERFORMING ARTS**  
Created, updated, and redesigned webpages for the Kennedy Center's official website. Designed packaging and promotionals for Millennium Stage program DVDs. Interpreted Japanese for international students in The Suzanne Farrell Ballet summer program.

## Education

**B.F.A. | GRAPHIC DESIGN**

**B.A. | MASS COMMUNICATION**

Virginia Polytechnic Institute & State University '07  
Blacksburg, VA

## Capabilities

### DESIGN

Branding & Identity  
Interface Design  
Information Architecture  
Wireframing & Prototyping  
Web Standards & Accessibility  
Print: Concept to Pre-press  
Art Direction

### DEVELOPMENT

HTML5, XHTML  
CSS  
Wordpress

### TOOLS

Adobe Creative Suite  
Sketch  
Figma  
InVision  
Axure

### LANGUAGES

Native English speaker  
Fluent in Japanese

## Fun Facts

- Plans to set up camp at Trader Joe's in the event of an apocalypse
- Favorite song to sing/rap along to in the car is Coolio's *Gangsta's Paradise*
- Most random graphic request fulfilled was a panda riding on a narwhal