



# Yuko Sugimoto

Senior Principal Designer at FARFETCH

London, UK

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## Links

[Website](#) [LinkedIn](#)

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## Languages

Japanese (Fluent)

English (Fluent)

## About

I am a multidisciplinary designer with over 10 years of experience working in-house and with an agency. Working closely and collaboratively with clients and the team to create an intelligent and innovative user experience from Creative Direction and Strategy, Digital Product Design - UX & UI, Branding to Marketing Design in URL and IRL for the world's biggest brands - FARFETCH, Reebok, Apple to Dyson, fascinating start-ups, to local artisans.

### Skills:

- Inspiring and leading a team of designers, creative technologists, and UX researchers, sharing expertise, and providing design guidance to shape and evolve the team.
- Extensive experience in planning and managing projects within the required budget and timeline.
- Excellent ability to coordinate and lead projects with stakeholders across different departments and external agencies.
- Proficient in leading multiple projects and owning the entire design solution.
- Proficient in guiding the experience strategy, and creative direction, and providing UX and UI design solutions across multiple channels.
- Leadership and facilitation of focus groups, workshops, and ideation sessions.
- Exceptional knowledge and experience in design applications.

### BRANDS WORKED WITH

Adelphoi Ltd, Soundmouse, Airstate, Valentine Music, Adelphoi Music Ltd

Black Truffle

Couverture & The Garbstore

Curio

Digital Colour

Dyson

Farfetch

Jake Dyson Products

Taniemedia Taniespace Taniemusic

Williams Lea Tag

## Experience



### ● Senior Principal Designer

Farfetch | Jan 2021 - Now

- Articulated creative strategy and user experience to facilitate new branding, assets creation and Web 3 initiative
- Orchestrated multi-functional teams to ensure digital campaigns achieved highest level of innovation, customer satisfaction and success
- Established vision to define digital strategy for marketing and web projects to drive business growth

### ● Head Of Design

Curio | Oct 2018 - Jan 2021

- Provided leadership, direction and strategy to develop innovative design solutions for Curio's audio journalism platform.
- Guided a small team to transform the brand and product, resulting in successful \$9m Series A investment from top tier investors and featured by Apple.
- Oversee all creative elements including UX/UI of iOS, Android, and Web; branding, research, design strategy, marketing assets, email and social media campaigns.



### ● Lead Creative Designer

Couverture & The Garbstore | Apr 2016 - Oct 2018

- Elevated Couverture & The Garbstore's design output across a wide range of platforms from print to window display.



- Conceptualised, developed and implemented new design directions for marketing and branding initiatives.

- Utilised illustration, digital and packaging to create a unified brand imagery.

- **Senior Creative**

Dyson | Jan 2015 - Apr 2016

- Developed global launch strategy for new product category, comprising online campaigns, search engine optimisation, PR initiatives and CRM activities

- Oversaw product naming (CSYS and Cu-Beam), proposition development, visual identity creation, marketing materials, advertising, and in-store presence

- Deployed consumer activity in key markets: GB&I, Japan and Australia, with support tier nations US, Canada, Nordic, France and Germany

- **Lead Graphic Designer**

Adelphoi Ltd, Soundmouse, Airstate, Valentine Music, Adelphoi Music Ltd | Mar 2011 - Dec 2012

- Designed and implemented full product range of audio interfaces, from concept to completion.

- Created responsive UI/UX designs for websites and apps, resulting in improved user experience and engagement.

- Developed brand guidelines across all digital assets and platforms.

- Collaborated with business managers, account managers, software developers, and other stakeholders to deliver successful projects.

- **Lead Creative**

Jake Dyson Products | Aug 2010 - Dec 2014

- Developed and executed visual communication strategies for print, digital, events and retail.

- Coordinated design projects from concept to completion.

- Delivered impactful visuals that achieved business objectives.



- **Assistant Visual Merchandiser**

Black Truffle | Dec 2009 - Mar 2011

Window Display and Visual Merchandising

- **Freelance Creative Artworker**

Williams Lea Tag | Sep 2009 - Feb 2011

Creative Artworker in both English and Japanese for H&M, Landlover, Vertue, DHL to Reebok.

- **Junior Graphic Designer**

Taniemedia Taniespace Taniemusic | Sep 2008 - Aug 2009

- **Graphic Designer (intern)**

Digital Colour | Jul 2007 - Aug 2007

Digital Colour is multi Media and Design company where they work for Art direction to the Production for TV Channels based in Osaka, Japan. I worked on visual identities Logo design (Welcome Deco), flyers, DM for summer intern.

## Education & Training

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2005 - 2008 ● University of the Arts London  
BA, Graphic Design