

Jarin Tabata

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Professional experience

August 2013 – Present

Associate Principal: SYPartners, New York

As creative partner to the Founder and Chairman, Keith Yamashita, I develop entrepreneurial consulting opportunities and lead strategic design teams on ambitious projects. These projects can manifest as analog or digital interactive experiences and workshops or as massive experiential events, but are always in service of the transformation of people, cultures, and organizations. My work has taken me to Japan, Australia, Europe, and across the US. In 2016, I was part of a core team, in partnership with IDEO, building a business to redesign and reimagine aging through the lens of creativity. For the past year, I have been working on a unique project in Tokyo to create a global network of beautifully designed spaces, where members will collaborate and build innovation capabilities through a powerful curriculum, and unlock themselves and their deepest potential through a mindfulness practice. Some of the other clients I have worked with include IBM, NBCUniversal, Apple, and United HealthCare.

September 2011 – August 2013

Founder and Creative Director: Studio Tabata, London

I built and ran my own agency handling digital strategy, creative direction, design and development for brands, studios and businesses. My favorite projects include a suite of complex data- and insight-driven iPad apps for a Swiss pharmaceutical company, a digital strategy plan and rebrand for a Finnish TV station, and an interactive Kinect installation that taught exhibition visitors how to conduct Holst's The Planets.

November 2008 – September 2011

Senior Online Designer: Wallpaper.com, London

When I arrived, Wallpaper* magazine had little interest in its digital presence, and wallpaper.com was a static web site with little traffic. First, I had to build internal interest in the potential of the medium to enrich brand and provide revenue. I then led a team of designers and developers to transform the web site into a templated, cms-driven, ad-enabled, modern entity. With our marketing team, I created business development approaches and assets to build partnerships with advertisers. I also conceptualized, designed and managed the builds of our iPhone and iPad apps.

Other work experience:

Senior Interactive Designer: Emap Performance, London

Designed and coded first online presence of Emap's music portfolio, including Mojo, Q, Smash Hits, Select, Mixmag, Kerrang!. Designed and built a large number of microsites and promotional projects for a variety of external advertisers and clients.

Framemaker: DeRoo & Sainthill Lijstenmakerij, Haarlem, Netherlands

Built, carved, prepped, gilded and weathered modern and antique frames in accordance with an 18th century approach and tradition. Clients included the Frans Hals Museum, the Rijksmuseum, and private collectors.

English Instructor: JET Program, Himeji and Osaka, Japan

Taught at public high schools through a program sponsored by the Japanese government. Gained first hand experience with living in Japan, the Japanese secondary education system and customs around working and interpersonal relationships.

Education

BA Honors (Distinction), English Literature

University of Oregon, Eugene, Oregon

General studies

University of Hawaii at Manoa, Honolulu, Hawaii

Languages

Japanese: fluent

Reading, writing, speaking, translation.
Japanese Proficiency Exam Level 2 passed, 1994.

Dutch: conversational

Reading, writing, speaking, translation.
Translated for RE: magazine, Amsterdam, 1998-99.