

# Jarin Tabata

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## Professional experience

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August 2013 – Present

**Creative Director: SYPartners, New York**

My main responsibilities have focused on team management, strategic concepting and hands-on design direction for large projects involving a wide variety of expressions from digital interactive experiences to massive experiential events in the service of purpose-driven transformation and behavior change. My project work has taken me to Japan, Australia, Europe, and across the USA. I have also been deeply involved in business development and relationship building at the C-suite level. For the past year, I have been part of a core team that is building a business to redesign and reimagine aging through the lens of creativity. This project has allowed me to work alongside our founders in collaboration with leadership at our partner agency IDEO. In between these things I've worked on an internal digital product to help teams effectively kick off projects as well as a web app for IBM Japan sellers that is now being scaled for global distribution. The 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. Select client list on jarintabata.com

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! and Kiss100. 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

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BA Honors (Distinction), Fine Art and English Literature  
University of Oregon, Eugene, Oregon

General studies

University of Hawaii at Manoa, Honolulu, Hawaii

## Languages

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Japanese

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

Dutch

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