



I'm Ellie Mineta, a LA based visual designer with over 8 years of creative expertise. I am looking forward to elevating everyday experiences through joyful and thoughtful collaboration.

PROFESSIONAL EXPERIENCE

June 2020 – November 2023

Art Director/Product Manager

Rakuten Inc. Customer Strategy Department
Tokyo, Japan

- Established brand identity and directed UI/UX, animation and visual design
- Served as technical director, defining front-end and back-end requirements
- Launched a platform consolidating coupons across 70+ Rakuten services

August 2016 – May 2020

Visual Designer

Rakuten Inc. Customer Strategy Department
Tokyo, Japan

- Managed UI/UX design for rebranding Pointclub App mobile experiences
- Supervised rebranding for official Rakuten social accounts
- Designed digital campaign for Rakuten Panda character

October 2015 – March 2016

Visual Designer Intern

Rakuten Inc. New Business Department
Tokyo, Japan

- Managed social media visuals, banner design, and animations for Rakuma App
- Enhanced icons and supported creative direction for regional app development

LANGUAGES

- English (Fluent)
- Japanese (Native)

EDUCATION

Certificate in Design Communication Arts

UCLA Extension
2024 – 2025

B.A in Environment and Information Studies

Keio University
2012 – 2016

SKILLS

- Brand Identity
- UI/UX
- Motion Graphics
- Logo Design
- Illustration
- Package Design
- Project Management
- Art Direction
- DIY Fashion
- Fine Art Photography

CONTACT

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