



MIKE SEGAWA | UX Designer, Art Director, Marketing Strategist

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Senior Art Director and UX/UI Designer with 15+ years of experience crafting engaging design solutions that elevate attendee experiences and boost e-commerce performance. Known for a consultative approach to client engagement and for delivering integrated marketing strategies across digital storefronts, brand campaigns, and content ecosystems. Skilled at transforming insights into compelling storytelling and cohesive user experiences—connecting with audiences across live, location-based experiences and virtual marketplaces alike.



PEPPERMINTONE | LEAD CREATIVE STRATEGIST, E-COMMERCE MARKETING

[2024-Current] (FREELANCE)

- Design and manage e-commerce campaigns to increase traffic, sales, and revenue through paid search, social media, and retargeting channels to drive e-commerce growth.
- Develop product positioning, brand messaging, and integrated campaign strategies for emerging food, automotive and lifestyle brands, translating core values into compelling narratives and visual ads that highlight each brand's unique value across packaging, digital, and retail channels.
- Continuously optimize landing pages, email campaigns, and ad creative through A/B testing to maximize conversions.
- Oversee and support a small internal team; coordinate closely with agency partners.
- Align with product, sales, and creative teams on campaign goals and messaging.
- Develop and own the digital marketing roadmap, ensuring alignment with business goals and ROI targets.



BEAUDRY INTERACTIVE | ART DIRECTOR [2017-Current]

- Lead the conceptual design and development of interactive games and guest experiences, ensuring alignment with client goals and audience engagement strategies.
- Develop compelling creative proposals and presentations for client meetings & RFPs.
- Launched and oversee the company website and social media channels, creating engaging content that consistently drives audience engagement.
- Defined the company's brand identity, logo system, and marketing campaigns for trade shows, business development documents, open houses and various marketing needs.
- Notable projects include award-winning initiatives like Sesame Street Land at SeaWorld, Orlando, and the Currents Interactive Zone for Carnival Cruise Line.



JAKKS PACIFIC | PACKAGE DESIGNER [2012-2013]

- Developed packaging concepts for Tolly Tots toy brands, including Safety 1st, Fisher-Price, Rubik's, Baby Genius, and collaborated with Disney Consumer Products on packaging for My First Disney Princess that effectively communicated brand messaging and engaged target audiences, leading to successful product launches.
- Created artwork and graphic assets and led packaging concept development, and marketing initiatives for retail pallet and POP displays.
- Coordinated photo shoots and developed image asset toolkits for packaging.
- Provided creative direction and oversight to Hong Kong production affiliates remotely from Santa Monica, CA; managed the package manufacturing process and ensure brand consistency; Travelled to Hong Kong during peak seasons for stakeholder meetings, factory visits, toy fairs, and provide direct collaboration with Chinese production teams on packaging prototypes.



WALT DISNEY IMAGINEERING | CONCEPT DESIGNER [2009-2012]

- Crafted high-concept presentations for Disney hotel properties, focusing on user-centered design and enhancing guest experiences for attractions.
- Collaborated with creative teams to design immersive environments, show murals, and dimensional props, emphasizing innovative branding solutions for Tokyo Disney Sea and WDI's wider Tokyo portfolio objectives for attractions and property development.



DISCOVER FINANCIAL SERVICES | ASSOCIATE DESIGNER [2006-2008]

- Designed integrated marketing materials and communications that effectively engaged customers and reinforced brand messaging.
- Collaborated with business partners to develop strategies that supported project objectives, develop marketing strategies and enhanced user experience.
- Designed credit cards and led design on the Teen Card initiative, partnering with market analysts to develop brand positioning documentation and fulfillment kits.



PUBLICIS GROUPE, NYC | GRAPHIC DESIGNER [2002-2005]

- Designed for key accounts—notably P&G, BMW, L'Oreal, Ernst & Young and Principal Financial for print publications and billboards, regional and international campaigns.
- Collaborated with cross-functional teams to create impactful presentations and marketing collateral.
- Coordinated photo shoots and spearheaded the design of layouts and graphics for product packaging, environmental signage, and new business initiatives.

EXPERTISE

- Experiential Design
- Creative Leadership
- Storytelling & Presentation Skills
- Audience Engagement Strategies
- Multidisciplinary Team Collaboration
- UX/UI Design
- Graphic Design
- Concept Design

SKILLS

- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, XD)
- Microsoft Office Suite (PowerPoint, Word, Excel)
- Figma
- SketchUp
- WIX

Manual Skills:

- Illustration
- Production techniques such as framing, cutting and mounting.

EDUCATION

- BFA, Northern Illinois University [August 1999]
- Basic HTML, Oakton Community College [Summer 2007]
- Composition, Gnomon School [Fall 2011]