

DAMON NAKAGAWA

Hello! I am a creative director and visual designer with a passion for building large-scale design systems, brand identities, and campaigns. I balance strong analytical skills with conceptual thinking and a keen, modern design sensibility. For over 25 years, I have worked at brand agencies, design firms, in-house studios, and as an independent consultant delivering brand, print, and digital solutions across a wide range of industries, for a variety of organizations from startup to Fortune 100, non-profit to corporate, including 3M, American Cancer Society, Avery Dennison, Boeing, Recovery Café, Target, and more.

Specialties: Art Direction, Branding, Ideation, Information Design, Interaction Design, Logo Design, Mentorship, Visual Design, Typography

Work History

NakagawaCo, Co-founder and Creative Director / January 2016 – Present

Provide creative and art direction, visual design, business development, and client relations. Deliver solutions for brand, print, and digital expressions from ideation to execution. Partner with agencies and in-house marketing teams on project-specific and ongoing engagements.

Key clients: Clearwater Paper, Cognite, Ideologie, Northbound, Recovery Café

Boeing, Content Studio, Creative Director / May 2019 – June 2021

Provided creative leadership, planning, oversight, and support—at the campaign and project level—for the creative team, partnered with account planners, project managers, and communicators, wrote creative briefs, moderated brainstorming sessions, led the Design Community of Practice (CoP), served as studio brand focal, and delivered persuasive presentations to senior manager-to-executive level business partners.

Key accounts: Boeing Global Brand, Boeing Global Engagement, Employees Community Fund of Boeing

Boeing, Creative Services, Associate Creative Director / May 2016 – May 2019

Provided creative leadership for the design team, led projects through both hands-on and direction to deliver on-brand, print, and digital solutions for multiple business partners across the enterprise.

Digital Kitchen, Creative Director / January 2015 – January 2016

Provided creative direction, big-picture thinking, and design strategy, functioned as lead designer on multiple projects, oversaw design quality assurance, managed direct reports, and worked with strategists and account directors to assess existing and new client opportunities.

Key clients: Avery Dennison, Boeing, Coca-Cola

Methodologie, Design Director / March 2013 – January 2015

Managed design staff, functioned as lead designer on multiple projects, provided creative direction, big-picture thinking, and design strategy, oversaw quality assurance, worked with business development, strategy, and account teams to assess new and existing client opportunities, directed photoshoots, participated in recruiting and hiring, and collaborated with the chief creative officer on firm-wide creative initiatives, design processes, and innovation.

Key clients: Avery Dennison, Boeing, Coca-Cola, Target

Work History (continued)

Methodologie, Senior Designer / June 2008 – March 2013

Focused on the creation, extension, and evolution of large-scale, corporate identities and brand systems, designed solutions for both print and digital application for multiple clients from ideation to implementation, oversaw production and quality assurance of final deliverables, directed photoshoots, and attended press checks.

Key clients: 3M, Boeing, Gap, Kraft Foods, Qualcomm, Sterling Bank

Methodologie, Designer / June 2005 – June 2008

Designed solutions for both print and digital applications for multiple clients with a focus on websites, annual reports and corporate brochures, oversaw production and quality assurance of final deliverables, and attended press checks.

Key clients: Boeing, Washington Athletic Club, Xbox

RocketDog Communications, Designer / June 2002 – June 2004

Designed and produced marketing materials, annual reports, websites, and logos.

Key clients: Evergreen Bank, Partners International, PEMCO

Saltmine, Designer / June 2000 – April 2002

Designed user interfaces for websites and interactive kiosks, collaborated with usability engineers, flash animators, production artists, and developers.

Key clients: Bellevue Art Museum, Microsoft, Seattle's Best Coffee, Torrefazione Italia, Zumiez

Gable Design Group, Designer / June 1996 – June 2000

Progressed from unpaid intern to on-staff designer, designed logos, brochures, annual reports, t-shirts, posters, newsletters, prepped files for production, attended press checks, and answered the phone.

Key clients: Harborview Medical Center, Intiman Theatre, National CASA, University of Washington

Education

Seattle Central Community College / September 1994 – June 1996

AAS, Graphic Design and Illustration

University of Washington / September 1988 – June 1992

BA, Architecture

References

Available on request