

WAYNE FUJITA

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creative direction

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GENEX

CLIENTS:
LEXUS
SCION
ACURA
LIONSGATE ENTERTAINMENT
ACTIVISION
NAMCO

7/2003 - CURRENT

ASSOCIATE CREATIVE DIRECTOR — Hired and directed the creative team for a 10-month site redesign to launch the new Lexus.com. Led the creative process including conceptualizing, designing, collaborating with IAs and organizing production for back-end development. Directed the Lexus-Paul McCartney US Tour site and the new Lexus Auto Show site. The launch and success of Lexus.com has led to more creative commitments from Lexus.

Led the redesign of the Scion interactive CD-rom manual that is included in the purchase of new Scion vehicles.

Developed Phase 1 of the Acura.com redesign. This phase included conceptualizing and designing the theatrical style as well as developing functionality with IAs. After Phase 1 of Acura, I was promoted to direct the Entertainment creative group. I led and art directed the entertainment movie site *Waiting*, and developed video game and entertainment sites for Activision, Namco and Lionsgate Entertainment.

THE DESIGNORY

CLIENTS:
NISSAN MOTOR COMPANY
ISUZU MOTORS AMERICA

10/2002 - 7/2003 | Freelance

SENIOR ART DIRECTOR — Redesigned, art directed and executed Isuzu.com; conceptualized and designed the All models section of Nissan.com.

GENEX

CLIENTS:
ACURA
WARNER BROS.-INSOMNIA
20TH CENTURY FOX-HIGH CRIMES
PARAMOUNT CLASSICS-SIDEWALKS OF NEW YORK
HABITAT FOR HUMANITY-LOS ANGELES
HANDS OF CHANGE

1/2001 - 10/2002

SENIOR ART DIRECTOR — Designed, art directed and executed automotive and entertainment sites; collaborated with CD and ACD to create concepts and build visual brand strategies; directed project managers, designers, flash developers and programmers; presented design comprehensives; client and vendor contact; time and scheduling estimation.

DNA STUDIO

CLIENTS:
UNIVERSAL PICTURES-THE GRINCH
WARNER BROS.-MISS CONGENIALITY
THE HBO COMEDY ARTS FESTIVAL
THE LOS ANGELES TIMES-EVENTS SITES

2/2000 - 1/2001

SENIOR ART DIRECTOR — Led a team of designers, production artists and programmers; collaborated with CD and ACD to create concepts and build visual marketing strategies; designed and art directed entertainment movie sites and brand identity; directed project managers, engineers and programmers; client and vendor contact; time and scheduling estimation.

JAMES ROBIE DESIGN ASSOCIATES

CLIENTS:
J. PAUL GETTY TRUST
MERCURY GENERAL INC.
PIMCO FUNDS
WEINGART FOUNDATION
HUGHES ELECTRONICS CORP.
HUMP SUSHI RESTAURANT
AMATEUR ATHLETIC FOUNDATION
MANNING SELVAGE & LEE
TRW

1/1993 - 2/2000

SENIOR DESIGNER — Hired and led a team of designers and production artists; collaborated with CD to create concepts and build visual brand strategies; designed, art directed and executed annual reports, corporate identity programs, collateral and web; presented design comprehensives; selected and art directed illustrators and photographers, including on-location shoots; client and vendor contact; time and scheduling estimation.

PATRICK SOOHOO DESIGNERS

CLIENTS:
DISNEYLAND
FASHION ISLAND NEWPORT BEACH
CALIFORNIA FEDERAL BANK
GOODBODIES NATURAL BODY
PACIFIC BELL

1/1992 - 1/1993

DESIGNER — Collaborated with a team of senior designers and production artists to create concepts and marketing strategies; designed logos, brochures, catalogues, packaging, posters, folders and T-shirts.

EDUCATION

California State University, Long Beach
Bachelor of Fine Arts, Graphic Design — 1991