



HIRO YASUO
MOTION + IDENTITY DESIGNER

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ABOUT

I'm Hiro, a motion and identity designer with a passion for connecting people through the power of design. With a versatile skill set developed through collaborations in agencies, in-house teams, and client partnerships, I specialize in crafting impactful solutions that establish meaningful relationships between brands and their audiences. From dynamic motion graphics to compelling visual identities, I strive to push the boundaries of visual storytelling and creating immersive experiences that captivate audiences.

EXPERIENCE

Utah Jazz

Jr. Motion Designer (09/2022 – Current)

My work spans across all touchpoints where design and video intersect, playing a pivotal role in creating motion graphics and animations for various aspects of the team's operations. This includes in-arena game presentation, social media channels, sponsorships, and marketing/sales materials. Additionally, I am a key collaborator to the development of the brand's motion language, ensuring a consistent and engaging visual representation in all outgoing marketing and communication.

Ultradent Products, Inc.

Graphic Designer (10/2019 – 09/2022)

I had the privilege of leading creative teams for the company's visual identity in various marketing campaigns and product launches. With expertise in both digital and print design, my primary responsibilities encompassed designing marketing/sales materials, style guides, motion graphics, social assets, package design, product branding, and logo design.

PolarityTE

Graphic Designer (03/2019 – 06/2019)

My role was instrumental in creating visually captivating company assets, publications, and compelling web/app content. Through close collaboration with the software engineering team, I actively participated in shaping the development of interactive app and web experiences. Alongside my primary role, I also took charge of secondary responsibilities encompassing editorial design, brand identity, and UI/UX, amplifying the design impact across multiple areas.

Fusion 360

Multimedia Designer (01/2018 – 03/2019)

I played a pivotal role in the ideation and ongoing development of brand identities for agency clients. I was responsible for designing client visual identities and marketing materials, developing brand strategies, and overseeing design interns. My key areas of work included logo design, brand identity, UI/UX, editorial layout, and infographic design.

RECOGNITION

American Advertising Federation (Addys) Gold Award - Utah (2023)
Corporate Social Responsibility–Campaign: Utah Jazz Dia De Los Muertos

Parry D. & Margaret C. Sorensen Endowed Scholarship (2017)

EDUCATION

University of Utah
Bachelor of Arts in Strategic Communications and Advertising (2018)

SKILLS

2D/3D Motion Design, Editorial Layout, Brand Identity, Photo Editing, Typography, UI/UX

Programs
After Effects, Cinema4D, Figma, Illustrator, InDesign, Photoshop, Premiere, XD