

ABOUT

I'm Hiro, a motion designer with a background in graphic design, focused on visual identity and design systems. I develop solutions through motion that bring brands to life across different formats and experiences.

EXPERIENCE

Utah Jazz

Motion Designer (09/2022 – Current)

- Direct motion design across campaigns, brand initiatives, social, sponsorships, marketing, and in-arena experiences, translating design language into cohesive motion across platforms.
- Develop and evolve motion systems in collaboration with the creative team, contributing to concept and look development, creative direction, and leading projects from concept through execution.
- Manage the team's motion design intern, providing creative direction, feedback, and mentorship.

Motion Coffee Collective

Art Director/Lead Designer (Freelance) (01/2026 – 07/2026)

- Led art direction and design for Motion Coffee Collective, developing its visual identity and motion language in collaboration with the founder.
- Developed the brand system across logo, typography, design principles, and motion behavior, translating its conceptual direction into a cohesive visual system for digital applications.

Ultradent Products, Inc.

Graphic Designer (10/2019 – 09/2022)

- Directed creative teams in developing product identities, marketing campaigns, and launches across digital and print.
- Designed across marketing collateral, sales materials, brand guidelines, social campaigns, packaging, product branding, motion graphics, and logo design.
- Collaborated with cross-functional teams to translate product and marketing objectives into cohesive visual systems and communications.

PolarityTE

Graphic Designer (03/2019 – 06/2019)

- Designed company assets, publications, and digital content across web and app platforms.
- Collaborated with software engineering on interactive experiences, contributing to UI/UX, editorial design, and brand identity initiatives.

Fusion 360

Multimedia Designer (01/2018 – 03/2019)

- Contributed to the development of brand identities and marketing materials for agency clients across digital and print.
- Supported projects across logo design, editorial, web, identity, and data visualization.
- Collaborated with creative teams throughout the design and development process.

AWARDS & RECOGNITION

NOTE WORTHY: 50 Seasons of Jazz Basketball (2024)

Documentary – 2D animation

American Advertising Federation (Addys) Utah - Gold Award (2023)

Corporate Social Responsibility – Campaign: Utah Jazz Dia De Los Muertos

EDUCATION

University of Utah

BA in Communications – Advertising (2018)

SKILLS

2D + 3D Motion Design, Brand Identity, Editorial Layout, Photo Editing, Typography

Programs

After Effects, Cavalry, Cinema4D, Houdini, Illustrator, InDesign, Photoshop, Premiere