



# BRYE KOBAYASHI

bryeko.com

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808.937.7040

hello,

I'm Brye, I have 10+ years of experience specializing in designing in-store visual experiences, and looking to transition into a role where I can better leverage my background in Graphic Design.

## experience

- |                    |  |  |
|--------------------|--|--|
| <b>2021 - 2023</b> | <b>J.CREW</b><br>Associate Store Manager                             | Responsible for the visual experience of the store.<br>Training and mentoring stylist and merchant roles.<br>Lead sales-floor operations.  |
| <b>2017 - 2021</b> | <b>ABERCROMBIE &amp; FITCH</b><br>Store Manager<br>Assistant Manager | Responsible for all store operations and visual merchandising.<br>Trained and promoted Keyholder and Assistant Manager roles.<br>Hired and developed sales and stock associates. |
| <b>2017 - 2021</b> | <b>FREELANCE</b><br>Graphic Designer                                 | Worked with local clients to develop bespoke design solutions.<br>Designed personal branding, stationary and signage.  |
| <b>2015 - 2017</b> | <b>KA LEO EDITORIAL</b><br>Associate Design Editor                   | Developed branding and interface design for <a href="#">Manoa Now</a> app.<br>Responsible for editorial design deliverables for print/digital formats.                           |
| <b>2016</b>        | <b>CAMPUS CENTER GRAPHICS</b><br>Graphic Designer                    | In house designer for on-campus large format printing.<br>Responsible for designing/producing marketing collateral for clients.  |

## education

### BACHELOR OF FINE ARTS

Graphic Design

University of Hawaii Manoa

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## awards & achievements

**2017**

**GOLD - BEST IN SHOW**

Pele Awards Student Devision

[Manoa Now](#) App

**2019**

**+\$400K ANNUAL SALES**

**+30% LOYALTY**

Abercrombie & Fitch

**2019**

**TOP 5 STORES UTILIZING**

**NEW TECH ON BLACK FRIDAY**

Abercrombie & Fitch

## key skills

**DESIGN TOOLS**

Adobe Creative Cloud (Indesign, Photoshop, Illustrator, After Effects, Lightroom, Premier, XD), Figma, Sketch, HTML/CSS

**WORK TOOLS**

Microsoft Word, Powerpoint, Excel, Outlook  
Apple Pages, Keynote, Numbers

