

SAREN SAKURAI

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SUMMARY

15+ YEARS OF USER EXPERIENCE DESIGN AND DIGITAL MARKETING STRATEGY EXPERIENCE

Direct agency delivery teams that produce high-impact, fully-integrated, award-winning user experience design and brand marketing campaigns for global Fortune 100 brands. Clients include Nike, Red Bull, Honda, Sony Pictures, Paramount Pictures, AAA and Toyota.

EXPERIENCE

GROUP ACCOUNT DIRECTOR

Perficient Digital; Irvine, California

2012-Present

Direct the cross-functional, User Experience Design teams for West Coast-based clients and ensure all project deliverables for Agency Services division of a National IT Consulting firm. Currently working with AAA Southern California, Veritas Technologies, and Toyota Motor Sales.

My engagement deliverables include conducting Stakeholder Workshops; User Research; User Testing; Sitemaps, Wireframes, Rapid Prototyping; Creative Design; UI Development; as well as representing Creative as a full participant in all Agile project Sprint estimation and planning.

DIRECTOR OF CLIENT SERVICE

JUXT Interactive; Newport Beach, California

2010-2012

Directed the Client Service and Strategy teams for all agency accounts including the Digital Agency of Record for Sprite (Coca-Cola). Worked intimately with each client's senior brand management, as well as in concert with numerous client partner agencies, to develop integrated, strategic marketing plans across multiple digital media channels-web, social, mobile, events..

Projects included iOS5 iPhone and iPad app development; multi-touch Microsoft Surface and HD touch-screen installations; Facebook Applications; Mobile third-screen content development; HTML5 Web Development; and Content Strategy.

MANAGEMENT SUPERVISOR

AKQA; San Francisco, California

2007-2010

Directed the AKQA client service, strategy, and production teams for the Kraft Foods account. Worked intimately with Kraft Senior Brand Management, as well as in concert with numerous Kraft partner agencies, to develop successful annual, integrated, strategic marketing plans across all media channels.

ACCOUNT MANAGER/PRODUCER

Trigger/Media Revolution; Los Angeles, California

2004-2007

Clients included Nike Asia Pacific, Team Red Bull, Sony Pictures, Amp'd Mobile, Kyocera Wireless, Qualcomm, CBS Mobile, The Venetian Hotel and Casino, Paramount Pictures, and the Shoah Foundation.

PRODUCER

Nike; Beaverton, Oregon

2004

Managed multiple, seasonal web campaigns from advertising brief through web development and launch. Lead all Asia Pacific initiatives across multiple categories, including the global 'Speed' campaign for the 2004 Summer Olympics.

ADDITIONAL

ORANGE COUNTY IOS DEVELOPERS MEETUP

Co-Organizer; Irvine, California

2014-present

Over 1,800 Members, the group currently host seven monthly events.

EDUCATION

SARAH LAWRENCE COLLEGE

Bronxville, New York—B.A., Liberal Arts