

**Julien BUTTERLIN**

Graphic designer

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Project-oriented graphic designer, illustrator, freelance art director and international project manager. Twenty years spent in the United States, Canada and Japan have honed my creative skills, adaptability and autonomy. Trained both in visual communication and as a Japan specialist, I am used to the rigor of academia. Meticulous and dedicated I can manage intricate communication projects in a multicultural environment.

Over the years I spent in Japan I got used to switching between different market audiences, supporting Josai University Educational Corporation's efforts towards internationalization through a major increase of materials translated into English and designed for a foreign audience. This increased the university's international visibility thus boosting foreign student enrollment by 33% between 2015 and 2018.

## **WORK EXPERIENCE**

### **AUG 2019 – Freelance graphic designer and art director**

- Developed advertising materials for Japanese companies.
- Provided layouts and technical illustrations for academic publications.
- Character design and background illustrations for an animated video.

**Key achievements:** Assumed the art direction for an upcoming textbook on classical Japanese literature (Cornell East Asian Series): book cover and layout, as well as a series of historical illustrations for which extensive research was needed. I also helped Lucky Industries Co. Ltd. enter the Japanese market with a new concept of baby carrier through the development of their graphic chart, icons and two advertising brochures. Debut in the Japanese anime industry working on a special feature music video for Bandai Co. Ltd. (2:30 mins).

**(1) Graphic designer and communication project manager (2013–2019)**

Josai International University, Department of Media Studies, Japan Asia Image Center  
 Josai International Center for the Promotion of Arts and Sciences (JICPAS)

- Re-designed the Japan Asia Image Center's visual identity.
- Created posters and brochures in English and Japanese for the center as well as university departments, events and art exhibitions.
- Developed the logo and branding strategy for the 20<sup>th</sup> anniversary of Josai University and the 50<sup>th</sup> anniversary of Josai International University.
- Lead the center's event planning and promotion.
- Participated in the elaboration of the international student handbook.

**Key Achievements:** Art directed and designed brochures aimed at foreign students, including one for the Faculty of Pharmacy in response to its need for increased international visibility. I worked as part of the Josai International University's Mizuta Museum of Art team, creating bilingual posters and exhibition catalogs, including a pamphlet for former Japanese prime minister Morihiro Hosokawa's pottery exposition (layout and photo edition). I was also in charge of Organizing and promoting, in collaboration with entertainment company Nikkatsu, several key events with leading figures in the media industry, such as documentary filmmaker Atsushi Funahashi, Studio Ghibli Managing Producer Toshio Suzuki, and filmmaker Gordon Quinn to boost public awareness of the Center.

**(2) Translator-interpreter, international project collaborator (2011–2013)**

Josai International Center for the Promotion of Arts and Sciences (JICPAS)

- Enhanced the university's internationalization efforts.
- Fulfilled the center's translation needs (Japanese to English/French).
- Assisted non-Japanese speaking foreign professors and students with administrative procedures and class activities.
- Assumed limited teaching duties animating seminars on classical Japanese culture and visual communication.
- Co-animated the French Language Circle, giving lectures on French culture to Japanese students.
- Delivered in-class assistance for French language classes.

**Key Achievements:** Assumed edition and translation duties for various administrative documents, for the center's newsletter, as well as for the university's newspaper in collaboration with a daily Japanese newspaper (*Mainichi Shinbun*). These assignments led me to treat a wide diversity of materials, including a promotional DVD on the life of the university's founder Mikio Mizuta and to take charge of the communication with partner universities abroad. In turn, these combined efforts lead to 29 new academic exchange agreements within two years. I also contributed to the rise of the Josai University Educational Corporation Press as one collaborator of the translation team (Japanese to English and French) for Josai University's Modern Poetry Center working on several publications including "Poetry and Outer Territories—Dialogues Among East Asian Poets, Josai University Educational Corporation Press," 2016 | ISBN 9784907630553.

JAN 2006 – JUN 2008 &  
SEP 2010 – AUG 2010

## University of British Columbia (Vancouver, CANADA)

### (1) Teaching Assistant

- Assisted in preparing materials for the classroom.
- Coached students writing their final papers.

**Key Achievements:** Familiarization with academic publishing and development of coaching skills.

### (2) Graphic Designer (for the department and as a freelancer)

- Art directed advertisement campaigns for playhouses (*Noh* and *Kabuki*).
- Designed exhibition catalogs to promulgate knowledge of Japanese culture.
- Provided layouts for academic publications and seminar materials.
- Developed new visual identities for clients in Canada and the USA.
- Promoted awareness of sustainability on-campus with hand-printed posters.

**Key Achievements:** Worked on many cultural projects sponsored by the Canadian government and the Japan Foundation. Consistently exceeded attendance expectations for the theatrical events I was in charge of designing a campaign for. Crafted 500 hand-bound exposition catalogs with hand-printed covers for a classical Japanese literature symposium coinciding with an art exhibition. Re-designed the University of British Columbia's Department of Asian Studies' logo. Since the department covers many Asian civilizations, I had to take into account a plurality of points of view as well as differing requests, but the new logo was extremely well received (<https://asia.ubc.ca/about/logo>).

## EDUCATION

- SEP 2006 – JUN 2011 **Master of Arts in Asian Studies, Classical Japanese Culture and Literature**  
University of British Columbia (Vancouver, CANADA)
- Thesis entitled "Imagining the Nation: the Politics of Mt. Fuji: 1760–1825" A+ (91%)  
Accessible online at <http://hdl.handle.net/2429/35696>  
Participated in the graduate student exchange program from October 2008 to April 2010  
in Sophia University, Tokyo, Japan.
- SEP 2001 – JAN 2006 **Bachelor of Arts, History of Asia and the Middle East, *cum laude***  
University of Hartford (Hartford, CT, USA)
- Bachelor of Fine Arts, Visual Communication Design, *cum laude***  
University of Hartford (Hartford, CT, USA)
- SEP 1998 – MAY 2000 **Faculty of Life Sciences, option biology, 1<sup>st</sup> year of DEUG**  
University Louis Pasteur (Strasbourg, FRANCE)
- JUN 1998 **High School Diploma (Baccalauréat S), option biology**  
Notre Dame des Mineurs (Strasbourg, FRANCE)

- LANGUAGES**
- French, native.
  - English, near-native fluency.
  - Japanese, fluent (JLPT2 passed in 2009, study abroad taking content classes taught in Japanese, 9 years work experience in a Japanese speaking environment).
- DIGITAL SKILLS**
- Excellent proficiency in Adobe Illustrator, InDesign, Photoshop, Acrobat, Dreamweaver.
  - Proficient in Html and CSS.
  - Proficient in image edition.
  - Excellent proficiency in English, French and Japanese typography.
  - Proficient in Microsoft Word, Excel and Powerpoint.
  - Proficient in business communication platforms (Slack, Yammer, Microsoft Teams).
- AWARDS**
- International Partial Tuition Scholarship (2006–2011),  
JASSO Scholarship from the Japanese Ministry of Education (2008–2009),  
Faculty of Arts Graduate Award (2008),  
Okamatsu Family Scholarship for Japanese Studies (2007–2008 & 2008–2009),  
Best Senior Project (2006), Hartford Art School,  
Best Senior Portfolio (2006), Hartford Art School,  
Connecticut Art Director Club Excellence in Design (2006),  
Connecticut Art Director Club Silver Award (2005 & 2006).
- AFFILIATIONS**
- Japan Sweden Society 日本スウェーデン協会,  
UBC Alumni Association
- HOBBIES**
- Restoration of antique furniture,  
Jazz and classical music,  
Goldsmithing.