

DUSTIN KODA

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PROFESSIONAL SUMMARY

Design leader and art director with 25+ years of experience shaping editorial systems, brand environments, and digital platforms. Adept at translating complex ideas into cohesive visual frameworks that balance aesthetic rigor with operational clarity. Experienced in guiding creative direction at institutional scale while collaborating across teams to strengthen strategy, audience engagement, and design infrastructure.

PROFESSIONAL EXPERIENCE

ART DIRECTOR

Trade Media Hui, Honolulu, HI | Jan 2020 – Present

Lead design and creative direction across multiple industry publications and digital platforms, overseeing brand evolution, editorial systems, and advertiser campaigns.

- Directed visual strategy and publication design for titles including *Hawaii Hospitality* and *Hawaii Food Industry Magazine*, aligning editorial voice with evolving audience and advertiser needs
- Developed integrated print and digital campaigns for clients, guiding concept through execution
- Managed website updates, video content, and email marketing infrastructure to strengthen cross-platform presence
- Established KPIs and contributed to audience growth strategies across social and digital channels
- Oversaw prepress operations, vendor coordination, and production workflows to ensure quality control at scale

CO-FOUNDER

GUTS NYC, LLC | Apr 2017 – Mar 2020

Co-founded a community-driven digital platform connecting users to queer cultural spaces across New York City.

- Designed and architected UI/UX systems for a mobile-first application
- Developed brand identity and cross-channel marketing infrastructure
- Built recurring audience engagement strategies through web and email platforms
- Led partnerships with 50+ venues and collaborators across four boroughs
- Completed Y Combinator Startup School to strengthen product strategy and growth frameworks

FREELANCE DESIGNER

Apr 2017 – Present

Provide strategic design consultation and creative execution across branding, presentations, editorial materials, and digital platforms for agencies and independent clients.

- Developed visual systems, infographics, and campaign materials
- Created presentation frameworks and marketing proposals
- Advised clients on brand positioning and messaging refinement

ART DIRECTOR

The Architect's Newspaper | New York, NY | Jun 2006 – May 2017

Led visual direction for specialty publications and editorial supplements within a nationally distributed architecture and design newspaper.

- Developed new visual vocabularies for editorial initiatives
- Collaborated with editorial teams to align design with narrative intent
- Managed production workflows and vendor relationships
- Mentored junior designers and represented the publication at conferences and podcasts

PRODUCTION DESIGNER

The Honolulu Weekly | Honolulu, HI | Apr 2004 – May 2006

- Designed editorial layouts and advertising for weekly publication
- Maintained web content and performed prepress preparation
- Contributed editorial writing and nightlife columns

EDUCATION

Bachelor of Fine Arts (BFA), Graphic Design

University of Hawai'i at Mānoa

Y Combinator Startup School

TECHNICAL SKILLS

Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Premiere Pro)

Figma | WordPress | HTML/CSS

Email Marketing Platforms (Mailchimp, Constant Contact)

Prepress & Print Production (PitStop/Preflight)

Microsoft PowerPoint, Keynote

Languages: Intermediate Japanese