Marsel Bait

Senior Graphic Designer

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Work authorization: Engineer / Specialist in Humanities visa (valid to Aug 2028, renewable)

PROFESSIONAL SUMMARY

Designer in Japan with 7 years across graphic design, illustration, brand systems and motion, 4 of them also in product design (UI/UX). I build brand identities and campaign systems end to end: logos, illustration sets, brochures, social and short-form video, held together by guidelines that keep quality consistent across every touchpoint. I edit in After Effects and Premiere Pro. I have art-directed a three-person illustration team on a 2,000-piece character system. As of last year I started going deep with AI tools, using them for concepting and production. Native English speaker, conversational Japanese. Graphic portfolio: marselbait.me/visual

WORK EXPERIENCE

Product and Brand Designer

Miraidukuri Company, Tokyo, Japan (travel, tourism and regional revitalization) | October 2024 to Present

- Own brand and campaign design for client programmes across Japan: logo systems, mascots, custom illustration sets, and visual guidelines applied consistently across web, print, social and video.
- Designed and shipped a full campaign end to end for a Japan Tea Action experience: key visual, illustration system, web hero, process explainer, social cuts, event page, and a printed tapestry produced and installed in the venue.
- Produce video content for the company channel: animated intros, motion graphics, and full edits in Premiere Pro and After Effects.
- Redesigned a bilingual tour-booking website end to end, from user research through information architecture to final UI and developer handoff.
- Design brochures and print collateral to production specification, in English and Japanese.

Product Designer

Enjin Inc., Tokyo, Japan (bilingual recruitment platform) | June 2020 to March 2024

- Sole designer for nearly four years, owning the company's entire design output across product design, branding and illustration. Worked as product designer, brand designer and illustrator on a bilingual English and Japanese platform with three product areas (Career, Forum, Community).
- Built the identity system: a distinct mark for each of the three services within one cohesive language, balancing approachability for students with the credibility Japanese employers expect, and staying clear across both languages.
- Designed the supporting brand collateral: company cards, bilingual B2B brochures, and illustrated tabletop standees used at career events and embassy displays, produced in English and Japanese versions.
- Owned the 2023 end-to-end product revamp from user research through information architecture to shipped UI, and built the component library and design tokens that unified three sub-brands into one system.
- Produced a product explainer animation in After Effects, and directed two design interns.

Graphic Designer

Bahaso, Jakarta, Indonesia (language-learning mobile app) | November 2015 to August 2017

- Designed illustrations and in-app learning animations for the Bahaso mobile application, plus marketing video and social content.
- Produced brand collateral and event materials, and represented the product on site to users.

SELECTED WORK

- **Sisterhood of the Knives** – concept, branding and lead illustrator on a 2,000-piece generative character system, 200+ interchangeable traits across five races. Art-directed a three-person illustration team to hold one visual language across the cast. Wordmark and token icon included.
- **Client identities** – logo systems and mascots for tourism and regional programmes across Japan, each with guidelines covering web, print and social.
- **1/1 illustration** – fourteen pieces as ktsn, released on Foundation, Formfunction, Hic et Nunc, Rarible and OpenSea. One won its commissioning competition, several were commissioned for other collections. Exhibited in Shibuya, 2023.
- **Nankai Trough Check** – live bilingual data visualisation of Japan\'s official earthquake forecasts, designed and built by directing AI tools. Presented at Vibe Coders Tokyo, August 2026.
- Graphic portfolio: marselbait.me/visual · Product portfolio: marselbait.me

SKILLS

Graphic and Brand: Brand Identity, Logo Systems, Mascot and Character Design, Visual Guidelines, Brand Libraries, Templates and Visual Systems, Layout, Composition, Typography, Colour, Visual Consistency across Touchpoints

Campaign and Content: Marketing Campaign Assets, Social Media Design, Web and Display Ads, Key Visuals, Short-Form Video, Editorial and Print to Production Specification, Bilingual English and Japanese Layout

Illustration: Character Design at Scale, Generative Component Systems, Editorial Illustration, Icon and Mark Drawing, Adobe Illustrator, Photoshop

Motion and Video: After Effects, Premiere Pro, Motion Graphics, Animated Illustration, Vlog and Explainer Editing

AI in Production: Started going deep with AI tools last year. I use them for concepting and production, direct and compose AI-generated key visuals, and ship working products by directing Claude Code and Codex. I do not hand-write code.

Product and Systems: Figma (component architecture, auto layout, variants, variables), Design Systems, Component Libraries, Design Tokens, UI/UX Design, Developer Handoff

Leadership: Art-directed a three-person illustration team, mentored two design interns, stakeholder management, working to briefs and tight deadlines

Languages: English (native, TOEIC 970), Bahasa Indonesia (native), Japanese (conversational), Filipino (conversational)

EDUCATION

Master of Media Design
Keio University, Keio Media Design (KMD), Japan | 2017 to 2019

Bachelor of Arts, Visual Communication
University of the Philippines Diliman, Philippines | 2010 to 2015

CERTIFICATIONS

- Google UX Design Certificate, Google, 2022
- Claude Code in Action, Anthropic, 2026
- Generative AI for Everyone, DeepLearning.AI, 2026