



Mel Hioki • Art Director/Designer/Illustrator/Author
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Experience:

Hioki Creations, Inc., Tenafly, NJ
Children's Nonprofit Organization
Founder & Chairman
April 2019 to Present

Mel Hioki, Tenafly, NJ
Children's Book Author and Illustrator
February 2016 to Present

Books:

The Other Side of The Pond • The Day Planet Rainbow Lost Its Color • The Bully, Bobeetle & the Magical Turning Table

Burson-Marsteller, New York, NY
Creative Director • Senior Art Director
August 2006 to February 2016

Accounts:

BNY ConvergeEx, Discover, Entergy, HAVA (Help America Vote Act), HealthMarkets, NYU Langone, Pittsburgh International Airport, PPG Industries, Tenaris, Transitions Lenses, Quest Diagnostics, and Washington, D.C. Tourism

Willoughby Partners, New York, NY
Creative Director
May 2006 to August 2006

Accounts:

Barclays Capital and IntraLinks

Citigate Albert Frank, New York, NY
Creative Director, Senior Vice President
1996 to 2004

Accounts:

American Express Publishing, Bloomberg Tradebook, First Union Capital Markets, CFA, Guy Carpenter, Hilton Club, Jewish National Fund, J.P. Morgan, Muvico, Nomura Securities, TheGlobe.com, The National Football Foundation, NTT DoCoMo, The Pond Bay Club, and Societe Generale

Special Freelance Project, Luppy Natural Foods

Young & Rubicam, New York, NY
Senior Art Director
1981-1996

Accounts:

Adidas, Advil, Atari, Canada Dry Seltzer, Chef Boyardee, Colgate, First Brands, Fortune Magazine, Holiday Inn, Jell-O, Johnson & Johnson, KFC, Kodak, Kraft Miracle Whip, Merrill Lynch, MetLife, People Magazine, U.S. Army, U.S. Mint and U.S. Postal Service
Created MetLife "Peanuts" campaign and KFC Int "KFC Kids" campaign

Nagase Advertising, San Francisco, CA
Assistant Art Director
1980-1981

McClymonds, English & Czerny, San Jose, CA
Paste-up Artist
1978-1980

Education:

Academy of Art College, San Francisco, CA
B.A. Advertising/Graphic Design
1976-1981

Awards:

FCS Portfolio Award for Best Business to Business Outdoor, FCS Portfolio Award for Best New Media, FCS Portfolio Award for Best Corporate Image Print Campaign, Ace Awards for Best Financial Services Campaign and Best B&W Campaign, New York Festivals, Art Direction Annual, Print's Best Logos & Symbols, Print Magazine Design Annual, Type Director's Annual, Renaissance Award for Visibility Campaign, Renaissance Award for Capabilities Brochure

