

# AIKO IGASAKI

PRODUCER | EDITOR | GRAPHIC ARTIST

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aikoigasaki.com  
Los Angeles, CA

## WORK EXPERIENCE

### **The Try Guys** ***Social Media Editor and Graphics Associate***

***Los Angeles, CA***  
***Feb 2021 - Present***

Oversaw the development of all 2D graphics and animation for Youtube, Tik Tok, Instagram and Snapchat.

Ideated and edited around 150 videos for all vertical platforms.

Designed all thumbnails used for Youtube content and outlying platforms.

Crafted social media posts and worked as part of a team to keep track of trends and analytics.

Created the position of Graphics Associate.

Co hosted, created and edited the Try Guys Patreon show Cozy Gamers.

Ideated content for outlying platforms like Patreon, Tik Tok and Instagram that saw an increase in overall growth.

Created a need for unique art and animation used in videos for storytelling that had not existed prior to my hiring.

### **BuzzFeed** ***Associate Video Producer | Video Editor***

***Los Angeles, CA***  
***Mar 2019 - Jan 2021***

Produced and directed content for multiple channels and platforms based on data analytics.

Edited and ideated content while consistently meeting deadlines and maintaining a quick and ever changing schedule.

Led independent and group based projects that garnered viral results.

Directed and organized shoot details with consideration to multiple participating parties.

Handled casting and research for all concerned projects.

Gained experience with all facets of video production and viral media management.

### **Film Independent** ***Intern***

***Los Angeles, CA***  
***Jan 2018 - Mar 2019***

Coordinated daily updates to production schedules for the 2018 Spirit Awards and other events

Created & updated floor plans for the 2018 Spirit Awards technical setup.

Oversaw check requests & acted as liaison between vendors & production staff.

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## LEADERSHIP AND ACHIEVEMENTS

Oversaw graphics and creative for the Try Guys video "*We Need To Talk About Anti-Asian Hate*" which raised over \$147,000 to combat AAPI attacks.

Developed all graphics for Eugene Lee Yang's "*We Need To Talk About Texas Featuring Beto O'Rourke*" which was a 1 hour 30 minute breakdown of Beto's politics and hope for the future.

Edited a Snapchat video that garnered 30 million views in under 24 hours and went on to receive 90 million views.

Produced and edited several viral videos for BuzzFeedVideo that increased retention, CTR and views (*Single Woman Picks A Date Based On Their Phone, Fashion Stylist Guesses Real vs Fake Designer Shoes*).

## SKILLS

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Proficiency in Adobe Creative Suite (Photoshop, Premiere, Illustrator, After Effects), Pro Create Creative Software, Video Editing, Graphic Design, Graphic Development, Story Animation, Pre Production/Coordinating Shoots, Digital Photography and Videography, Lighting & Budgeting, Directing, Youtube Analytics, Social Media Development and Strategy, Animation Training (Warrior Art Camp)