

Shiyo Ohashi

(650)-539-7879 | shiyo.ohashi@gmail.com | [linkedin.com/in/shiyo-ohashi](https://www.linkedin.com/in/shiyo-ohashi) | [portfolio](#)

University of California, San Diego

B.S. Cognitive Science (Design & Interaction), Business Psychology

La Jolla, CA

Expected Grad June 2029

Experience

Triton Trading Group UCSD

Sep 2025 - Present

Chief Marketing Officer

- Grew organization to 700+ followers and generated 200+ applications through integrated branding, social media, and marketing campaigns.
- Increased social media reach by 3,400%, generating 250K monthly views through content strategy, audience research, visual storytelling, and performance-driven campaign optimization.
- Partnered with a 20-person cross-functional team across marketing, design, and operations to execute recruitment campaigns, events, and audience engagement initiatives.
- Developed brand messaging, presentation decks, one-pagers, social content, and campaign materials to communicate organizational value and drive recruitment growth.

Head of Graphic Design

- Designed and maintained visual identity systems, brand guidelines, and marketing assets to ensure consistency across channels.
- Leveraged AI-powered creative tools including Midjourney, Adobe Firefly, and ChatGPT
- Designed social media graphics and campaign assets for Instagram and LinkedIn

Adobe (Student Ambassador)

2026

- Created promotional campaigns, social media content, and educational materials while helping students discover Adobe creative and AI-powered tools.

UCSD Adwave (Production Team)

2026

DesignCo @ UCSD (Visual Designer)

2026

SUNN Post (Illustration and graphic design commissioner)

June 2024 - Present

- Produced 10+ editorial graphics and digital assets that translated complex topics into engaging visual stories for online audiences.

UCSD Guardian (Illustration artist)

2025 - 2026

- Designed editorial visuals and illustrations while meeting fast-paced publication deadlines.

Carlmont Scotscoop (Staff writer, editorial cartoonist, managing editor)

2022 - June 2025

- Produced 40+ editorial graphics, illustrations, and articles, combining content strategy and visual storytelling to drive readership.
- Led a team of seven artists, maintaining visual consistency, editorial quality, & project execution across publication cycles.
- Publication recognized with National Scholastic Press Association Pacemaker Winner (2022, 2023, 2025)

Frog Design (Project intern)

June 2022 - August 2022

- Designed and prototyped, and presented to UX designers an ergonomic product through user-centered research
- Conducted user interviews to inform product development and ensure accessibility and comfort

Google (High school tech program intern)

May 2022 - June 2022

- Collaborated on designing and pitching a mobile app, focusing on user needs, value proposition, and product functionality
- Developed wireframes and product concept positioning and storytelling

Technical skills/Awards

Tools: Adobe Photoshop, Illustrator, Indesign, Canva, Procreate, Wix, Readymag, Figma, ChatGPT, Claude, Midjourney, Adobe Firefly

Awards: NSPA Leadership Award, Best of SNO Feature Story for "Painting the future: AI in art," **First Place Photo Illustration** from JEA, NSPA Cartoon of the Year Honorable Mention (2022, 2023) for "Bleeding red, white, and blue" and "Abort the court," JEANC Honorable Mention 2023 for "Abort the court," **San Mateo County Fair 1st Place Over 16 Division** for "Girl dinner"