

Judi Oyama

CREATIVE DIRECTOR

Santa Cruz

judi@maximumimpactdesign.com

831 688-2972 office

Judi founded Maximum Impact Design a Santa Cruz based, graphic design studio dedicated to exploring new and innovative design ideas to fit your needs for the web and print . We have 20 years of experience in the graphic design field, branding, print collateral, trade show graphics and packaging. Specializing in the action sports, outdoor, and active lifestyle market.

Experience

Creative Director/Owner

Santa Cruz, CA

Maximum Impact Design

Aug 1987 - Present

Founded in Santa Cruz, California in 1987, Maximum Impact Design has established itself as a unique, action-sports graphics powerhouse. Maximum Impact, described as "small and mighty" like its founder Judi Oyama, has been designing graphics for surf, snow and skateboard brands worldwide for over 20 years.

Maximum Impact has worked with Billabong, Sessions, Electronic Arts, Santa Cruz Surf and Skateboards, Hotline Wetsuits and many other well known brands. We've created everything from stickers, advertising, logos, packaging, signage and tradeshow booths to forecasting the latest color trends to styling for American Express commercials. With creative, attention-getting work, this little studio has made its presence known throughout the industry.

Vice President

Board Rescue

Palo Alto, CA
Jan 2008 - Present

I work on all branding, marketing, graphic design and swag collection as needed.

Our mission: Board Rescue is a non-profit 501(c) (3) public benefit corporation dedicated to providing skateboards & safety equipment to children; targeting low-income children and at-risk youth.

We believe that every child should have the opportunity to skateboard regardless of their economic background. We are dedicated to getting skateboards and safety equipment to underprivileged and/or at-risk youth.

Art Director

Giro Sport Design

Santa Cruz, CA
Apr 2001 - Feb 2008

For Giro bike and snow helmets, goggles and sunglasses, Blackburn, and Co-Pilot. I worked on all Giro graphics and print bringing in big name illustrators like Jimbo Phillips, Nathan Jurevicius, the Ames Bros. and Rian Hughes to give a new look to the kids helmet graphics, which led to more graphics throughout the bike and snow lines. Eventually I focused on only Giro printed materials, which included catalogs, packaging, trade show graphics, and point of purchase. I worked with product managers, communication managers and sales to get products and catalogs completed on time. I had the pleasure of working on many Lance Armstrong posters and packaging projects during his 7-year reign at the Tour de France. I am proud of all that I accomplished at Giro.

Art Director

RockShox

Santa Cruz, CA

Apr 1999 - Apr 2001

Worked on all print and product graphics, which included catalogs, OEM product binders, posters, logos, trade show graphics, and packaging. Worked with product managers, R & D and sales to develop all collateral. My favorite project was the ad campaign photographed by Moshe Brakha. I made the decision not to move when Rockshox relocated to Colorado.

North American Sales Manager

Sessions

Santa Cruz, CA

1997 - 1998

Clothing manufacturer snowboard/skateboard apparel both lifestyle and outerwear. Sales manager for North America. I helped build the art department and worked on a few art projects but wanted to get back to pure design work. Awesome networking and great folks again.

Senior Graphic Designer

Envision Media

Soquel, CA

1997 - 1998

Envision is an Event Marketing Firm. Created trade show graphics, mailers. For companies like Cisco, Netcom and AT&T. Lots of print work, fast deadlines and good local people.

Senior Graphic Designer

General Exhibits and Displays West

Campbell, CA

1996 - 1997

Worked closely with clients, fabricators, sign builders and event coordinators. Mainly for Apple Computers, @Home and Hitachi. Designed a huge 90-foot Apple Newton banner in Vegas and the Comdex 3D island sign that had 9 foot Apple letters. Best learning curve for large exhibit graphics and fabrication. Four person West Coast office.

Buyer, Manager, in-house graphics

Santa Cruz, CA

1979 - 1992

Santa Cruz Surf Shop

Santa Cruz Surf Shop founded by NHS, Richard Novak, Doug Haute and Jay Shuirman. Is where I started my graphic design career. I was the buyer for all the clothing, skateboards, and kids gear. I created all of the window displays, airbrushed boards, designed t-shirts, print ad's, flyers, banners, you name it. I was the buyer for all soft goods and skateboards. Went to the first ASR. I was able to launch Maximum Impact Design directly out of college with all my contacts and surf shop graphic design work experience while on the job. I continued to buy and do all of the art while I started Maximum Impact Design.

Silkscreener, Shipper, Skater

Santa Cruz, CA

1976 - 1979

NHS - Santa Cruz Skateboards

Skateboarded for NHS in the mid 70's with OJ, Road Rider, Park Rider wheels, Independent Trucks, Santa Cruz skateboard decks. I am one of the original Independent Truck skaters from back in the day. One of the few women skaters in the "Built to Grind" book. Silkscreened Duane Peter's stripe decks, Steve Olson's checkers and a few other decks in my day. Stuffed bearings into Road Rider 2 wheels, shipped some of the first Indys.

Education

BS Graphic Design Illustration Concentration

San Jose, CA

San Jose State University

Great school. Learned concept and creative skills that helped me start my business directly out of school without working for anyone.

Judi Oyama

judi@maximumimpactdesign.com

831 688-2972 office