



NAOMI SHIMADA



PRESENTER • WRITER • MODEL • COACH

EXPERIENCE

Radio, Podcast + Television Host

2018–Present

Presenter of Desa Dialogues, a Potato Head travel documentary filmed across Bali and Java. Television and presenting work includes BBC's Beauty Fix and Obsessed with Killing Eve, VICE, NME, London Fashion Week and a documentary for CNN. Also hosted Tender Contributions on Foundation FM.

Writer + Author

2017–Present

Writer of Tender Contributions, a newsletter exploring radical softness, with approximately 4,000 subscribers. Published in The Guardian, The Observer and Vogue. Co-author of Mixed Feelings: Exploring the Emotional Impact of Our Digital Habits (Quadrille, 2019).

Model + Advocate

2006–Present

Represented by Storm Models. Nearly two decades working internationally in fashion, beauty and advertising, advocating for greater representation across size, race, age, gender and ability. Based across London, Milan and New York.

Coach + Guide

2025–Present

One-to-one coaching supporting people through life transitions, alongside writing retreats and spaces for connection and community building through her brand Soft Landing.

EDUCATION

Diploma in Somatic Body-Oriented Coaching

2024–2025

TheSomaticSchool(ICF accredited)

Process Work Foundational Diploma

2023–2024

Process Work UK

Psychosynthesis Foundations

2023–2024

Psychosynthesis Trust

Kundalini Yoga Teacher Training

2021–2022

YogaVision

MA Gender Studies

2020–2021

SOAS University

International Baccalaureate

2008

Aloha College, Spain



Born in Tokyo and raised across Japan, Spain and the UK, I bring an international perspective to storytelling, travel and connecting with people.

LANGUAGES

English • Spanish • Japanese

Fluent

French • Italian

Conversational

RECOGNITION

2024 Positive Leadership Awards nominee

Beauty Fix: British Podcast Awards, Best Arts + Culture nomination (2022)

CONTACT

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STRENGTHS + SKILLS

Cross-cultural communication, presenting and interviewing, research, writing, storytelling, public speaking, creative direction, audience engagement, social media, community building and facilitation.

INTERESTS, PASSIONS + CURIOSITIES

Travel, exploring new cultures, meeting people from all walks of life, discovering hidden gems and local traditions, food and cooking, music, dance, art and design, storytelling, nature and adventure, wellness, yoga and meditation, sustainability, community, trying new things and finding joy in unexpected places. Always curious, always learning!

SELECTED PRESS + WORK LINKS

Tender Contributions / Newsletter	VIEW
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NHK World / Determined to Be Me	VIEW
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The New York Times / Work Diary	VIEW
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The Observer / Instagram and Identity	VIEW
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TED Talk / Reclaiming Your Peace of Mind Online	VIEW
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Vogue / Navigating Social Media in a Time of Crisis	VIEW
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Foundation FM / Tender Contributions Radio	VIEW
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Mixed Feelings / Book	VIEW
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