

# WATARU OHNISHI

Japanese citizen living in Stockholm, with over 10 years of experience in graphic design and product design in Shanghai, China. Currently stay-at-home dad, looking after two sons. Conceptual person with a strong focus on function, always looking for the most practical and optimized way of doing things. Native Japanese speaker, fluent in English and Chinese Mandarin, with ongoing studies in Swedish.

## <CONTACT>

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## <SKILLS>

### GRAPHIC DESIGN

- Logo(VI-system)
- Typography
- Illustrations
- Prints
- Advertising

### ART DIRECTION

### PRODUCT DESIGN

### PRODUCT DEVELOPMENT

### SOFTWARE

- Adobe Illustrator
- Adobe Photoshop
- Adobe In-Design
- Microsoft Office Suite

### LANGUAGE

- English (Fluent)
- Japanese (Native)
- Chinese Mandarin (Fluent)
- Swedish (Ongoing)



## WORK EXPERIENCE

○ **Aeptis Co., Ltd** [Brand Merchandise and Retail Support] – Shanghai, China    2014 – 2018  
**Art Director [in-house consultant]**

I managed the whole creative process from concept to completion where I had close cooperation with companies' Key Accounts (such as Maui Jlm and DIPLOMATICO), presenting concepts and direction for major campaigns. Consultation on cost-efficient and creative solutions for client's production were often very important, as well as time management.

○ **Aeptis Co., Ltd** [Brand Merchandise and Retail Support] – Shanghai, China    2010 – 2014  
**Head Designer [in-house consultant]**

I joined the start-up company as an in-house consultant, where I focused on business development and presenting new concepts to clients. I worked with a wide range of products, from work uniforms to accessories and hardware.

○ **Freelance Designer / Consultant** – Shanghai, China    2008 – 2018

Graphic Design, Art Direction.  
Product Design and Product Development.

I started my business very hands-on by knocking the doors of restaurants and shops in commercial areas in Shanghai.

Providing service to the private restaurant- and shopowners, I developed a longlasting relationship with many clients, and by word of mouth, gained new opportunities. I worked on a number of interesting projects in Graphic Design and Product Design for bigger companies such as advertising agency McCann Ericson, Lane Crawford and Shanghai National History Museum.



## EDUCATION

○ **Fudan University - Shanghai, P.R.China**    2006 – 2007  
Chinese Mandarin -Full time language course

○ **Waseda University – Tokyo, Japan**    2002 – 2006

Bachelor in Social Science

Subjects included:

- Literature
- History
- Sociology in Methodology and Aesthetics
- Multimedia theory and terminology

