

# WATARU OHNISHI

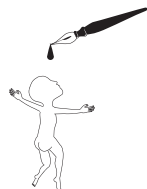
## PORTFOLIO



### <WHAT I DO>



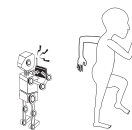
#### VI/TYPE DESIGN



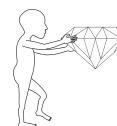
#### ILLUSTRATION



#### ART DIRECTION



#### PRODUCT DESIGN/ DEVELOPMENT



#### PROP PRODUCTION

### <CLIENT>

#### Brands

Lawson  
Lane Crawford  
Heineken  
MAUI JIM  
Diplomatico  
Rocawear  
Ginger  
Frangipani



#### Agency

Aeptis  
McCann Ericson  
Meeting of Mind

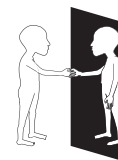
### <HISTORY>



- 1982 Born in Tokyo, Japan
- 1983 Moved to Florida, USA
- 1985 Moved to NY, USA
- 1988 Returned to Tokyo Japan
- 2006 Graduated from Waseda University  
Bachelor degree in Social science  
Majored in Sociology/ History/ Literature  
Moved to Shanghai, China to study Chinese language
- 2007 Finished Chinese language Studies at Fudan University  
Got my first job as Client Service at an 4A ad agency  
Started studying Graphic Design by myself
- 2008 Started working as a freelance designer/consultant
- 2009 Won design competition by Coca-Cola Zero & DSL55 Japan
- 2018 Moved to Stockholm, Sweden

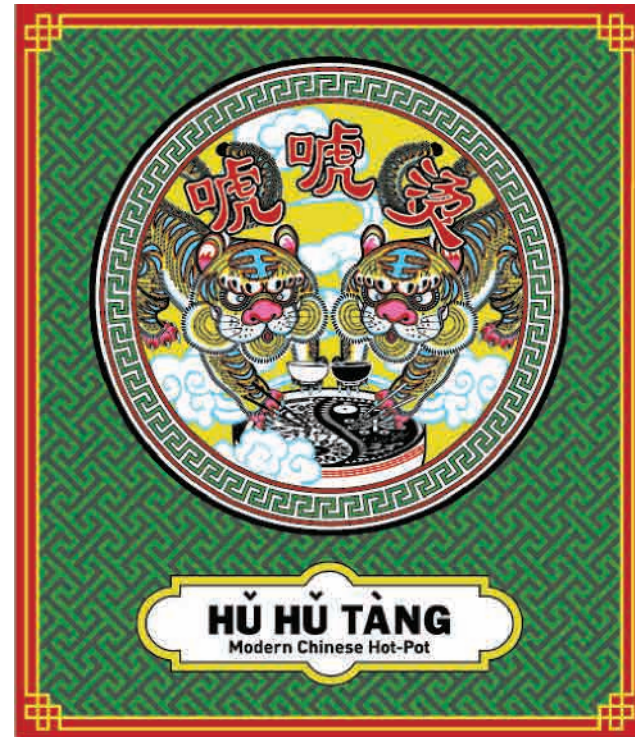
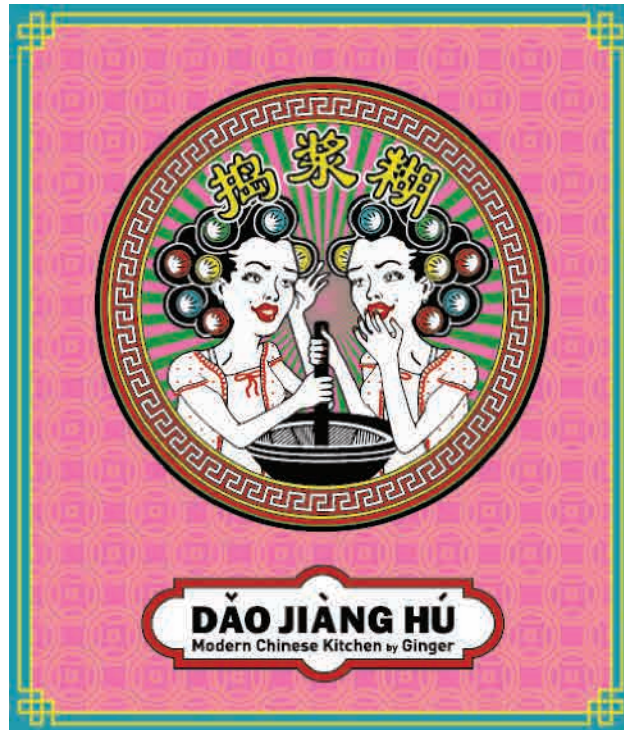
### <CONTACT>

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Mobile : +46 73 618 2898



DAO JIANG HU/ HU HU TANG

Restaurant VI project including Logo and Brand Merchandise goods



LAWSON DOOR SIGNAGE

Set of door signage for Lawson all over China



LUNCH BOX



COFFEE



ICECREAM



OUTSIDE FOOD



NO SMOKING



SMILE



Wi-Fi



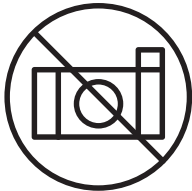
PHONE PAYMENT



BILL PAYMENT



GUIDE DOG



NO CAMERA

BCoS SHOP SIGNAGE

Set of door signage for BCoS shop and Stickers for packaging in China



BCoS SHOP DOOR Signage



BCoS Product Signage Sticker

YueSai 20th Anniversary Logo

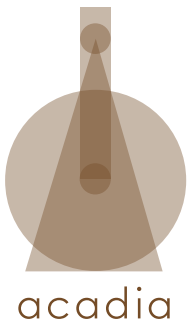
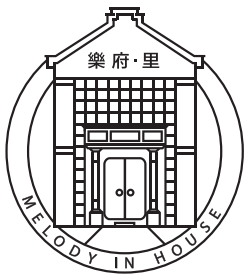
YueSai 20th anniversary logo was shown on every Key Visuals and promotion material  
YueSai held their 20th anniversary party in Beijing (photo below)



重新定义中国美  
SINCE 1992



OTHER LOGOS





Ginger Cafe

Flyer for Ginger Cafe's movie night



Frangipani Nailpolish

E-mailer for Frangipani Shanghai (Seasonal campaign's color and direction setting, and graphic work)

# MY RED SUMMER FETISH...

here are three of our favourites



glamour red  
hot hot hot  
couched

10106

frangipani  
SHANGHAI

• Fuxing West  
76 Fuxing West Road  
电话 021 6437 7436  
021 6437 8810

• Hongmei  
501 Hongmei Rd & Ji Shop405  
虹梅路501号 虹梅店 4楼405室  
021 5422 2984

• Xinti  
204 Xinti Road  
新元里204号  
021 5403 0227

# RETRO ROAD TRIP



dusty sunset  
roadside

9532  
7834  
9472

frangipani  
SHANGHAI

• Fuxing West  
76 Fuxing West Road  
电话 021 6437 7436  
021 6437 8810

• Hongmei  
501 Hongmei Rd & Ji Shop405  
虹梅路501号 虹梅店 4楼405室  
021 5422 2984

• Xinti  
204 Xinti Road  
新元里204号  
021 5403 0227

# Summer BRIGHTS

Birds of Paradise...



toucan yellow  
flamingo pink  
cassia orange

9547  
9427  
9532

frangipani  
SHANGHAI

• Fuxing West  
76 Fuxing West Road  
电话 021 6437 7436  
021 6437 8810

• Hongmei  
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021 5422 2984

• Xinti  
204 Xinti Road  
新元里204号  
021 5403 0227

# Summer Blues



blue sky  
blue sea  
blue water

9547  
9427  
9532

frangipani  
SHANGHAI

• Fuxing West  
76 Fuxing West Road  
电话 021 6437 7436  
021 6437 8810

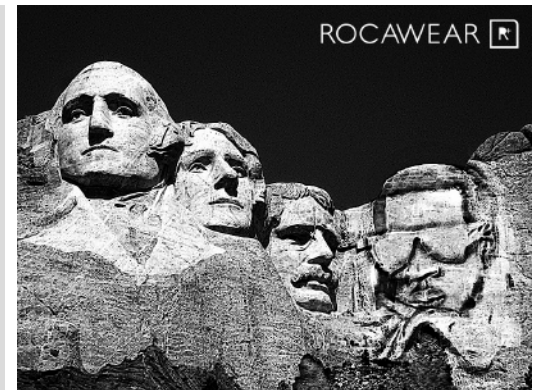
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ROCAWEAR CHINA

hang tag (sticker) and key visuals for ROCAWEAR CHINA



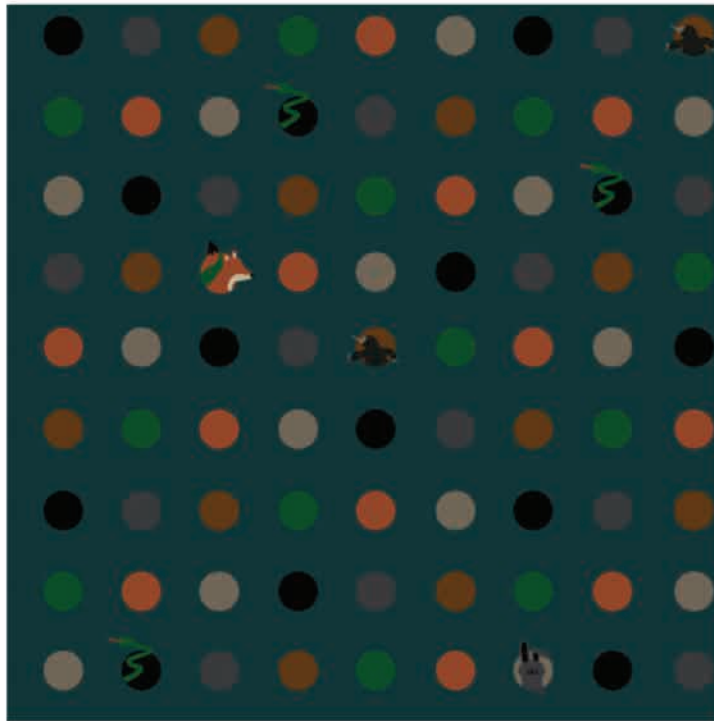
Shanghai National History Museum

Children's scarf long neck animal print



Shanghai National History Museum

Original pattern silk tie



Shanghai National History Museum

Original graphic applied on thermos





DIPLOMÁTICO

Brand Merchandise goods (scarf & golfclub head cover & 2 way glass)



Heineken

Brand Merchandise goods (Sunglasses & FlipFlop)





Heineken

Brand Merchandise goods (Football uniform)



PBS

Logo and style selection for PBS



TC

Concept setting and print design



Lane Crawford

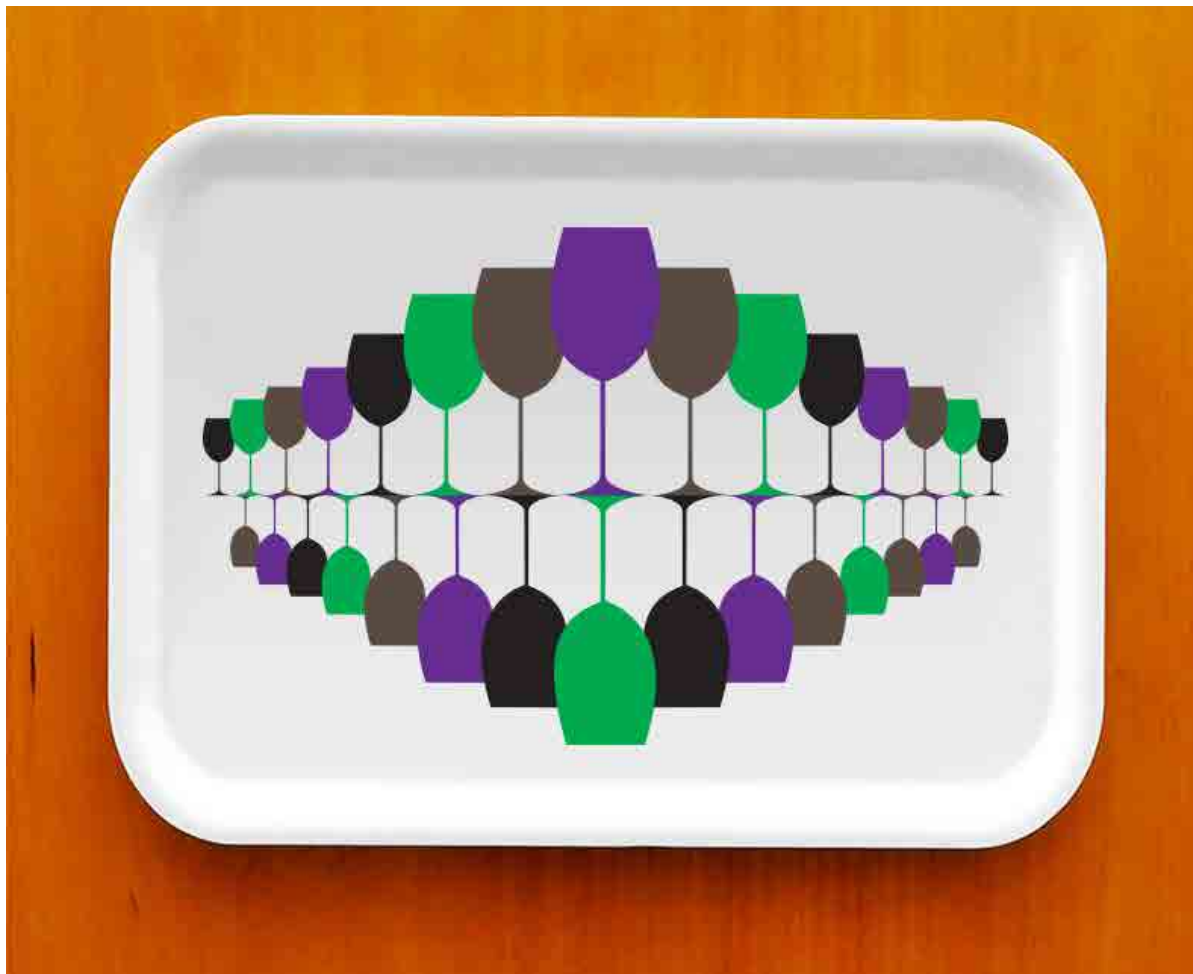
Shop furniture producing

- Left - doodle on sofa
- Right - hand made room divider for ALAïA



Personal Work

Smile Drink Tray



Award Winning Coca-Cola × 55DSL Design Competition in Japan

