



KAISHI YAMAGUCHI

UI • UX

& GRAPHIC DESIGN

Portfolio • 2023

KAISHI YAMAGUCHI

Graphic Designer / UI • UX Designer

Website: www.kaishiyamaguchi.com

E-mail: info@kaishiyamaguchi.com



Profile

Web graphic designer with extensive background in company branding, UI/UX design, front-end web development, print and digital marketing, packaging design and providing creative solutions for variety of industries from retail, catering, architectural and interior design.

Careers

2018 Mar - Present

ATARIYA FOODS LTD. - Web / Graphic Designer

Responsible for multiple subsidiary website management, SEO and maintenance, brand management, producing print and digital marketing material. Other responsibilities include exhibition booth design, e-newsletter set up and design, creating new website for brand launch, liaising with inhouse teams for external and internal retail outlet renovations etc.

www.atariya.co.uk

2017 Feb - 2018 Mar

EXTENSION ARCHITECTURE - Web / Graphic Designer

Main responsibilities include website UX/UI improvement, SEO through competitor analysis and backlink building. Other responsibilities included multiple subsidiary architectural and interior design company brand management, digital marketing, producing brand identity and websites for commercial clients.

www.extensionarchitecture.co.uk

2013 Oct - 2017 Jan

GUANABANA LATIN CARIBBEAN RESTAURANT - Web Designer

Responsible for rebrand of the restaurant corporate identity. Produced new website, logo, menu, print and digital marketing material based on the new style guide and colour palette.

www.guanabanarestaurant.com

2016 Mar - 2016 May

THE BIG BEE SEARCH LTD. - Web Design Contractor

Responsible for company brand development from initial brand direction consultation through to web development.

www.thebigbeesearch.co.uk

2013 May - 2015 Mar

BINTANG RESTAURANT - Web Designer

My role at the company involved redesigning the website, producing print and digital assets for seasonal promotions, menu design, mobile site design, delivery site launch and other ad-hoc design related work as per restaurant manager request.

www.bintangrestaurant.co.uk

Skills

Operating System: Windows 11, Mac OS 10.15

Software: Adobe Creative Suite

- Photoshop CC
- Illustrator CC
- InDesign CC
- Dreamweaver CC
Final Cut Pro
Quarkxpress 2022

Wordpress
HTML
CSS
Javascript

E-newsletter Design
Promotional Short Video Design
Marketing Material Photography
Social Media Marketing
Google Adwords
Google Analytics
DeepCrawl

Microsoft Office
- PowerPoint - Word - Excel

Mailchimp

Technical - SLR Photography, Screen Printing

Language - English
- Japanese

Education

2010 – 2012	University of Westminster BA Honours Degree in Illustration	1st
2007 – 2010	Working Men's College Foundation Degree in Art and Design	2:1
2006 – 2007	Working Men's College Access to HE Diploma in Art and Design	Pass





Atariya Foods Ltd.

Founded in 1991, Atariya Foods Ltd. is one of the UK and Europe's leading importers of Japanese foods, beverages and seafood, with subsidiaries operating retail, restaurant and wholesale enterprises.

My work involved wide range of roles in the company from brand management of each subsidiaries, managing each company website updates, SEO optimisation, producing new website for a newly launched takeaway brand, print and digital marketing, brochure designs, producing graphics for refrigerated vans, design of exhibition stands for the Seafood Expo in which the wholesale service participated on an annual basis, to development of packaging design for Japanese wholesale group food products.

Each department within the company retail, catering and wholesale brought with it a unique challenge. After joining the group through brand management and the successful launch of branch wide loyalty program and e-mail marketing campaigns retail department saw 20% increase in its revenue in the first quarter alone.

Japanese Foods and beverages wholesale department through its participation in Ichiba Japan Centre Sake Weekend event in Westfield, Shephard's Bush saw record event sales where I was responsible for the exhibition stand design and art direction of product photoshoot used in the marketing.

With Atariya Group's partnership with Japan Embassy the catering service saw promising prospect and I was also requested to produce client specific catering service brochure that helped strengthen it's ties with each clients the company handled.

WEBSITE DESIGN	UI	UX
BRANDING	SEO	GRAPHIC DESIGN
PACKAGING DESIGN	DIGITAL MARKETING	
PRINT DESIGN	PHOTOGRAPHY	

Group Company

T&S Enterprises (LONDON) LTD.

The Yakitori Company Limited UK
YAKITORI KING

S.K.Y ENTERPRISE UK LTD
IMPORTERS OF FINE JAPANESE FOODS & DRINKS

SUSHI SURPRISE

SUSHIOLOGY
SUSHI ON THE GO

SUSHI BAR ATARIYA
Authentic Japanese Cuisine

YASU JAPANESE

DAE-YANG

TOKIMEITE

ATARIYA

ATARIYA FOODS RETAIL (UK) LTD
At the Heart of Japanese Cuisine



Fig. 1



Fig. 2



Fig. 3



Fig. 4



Fig. 5



Fig. 6



Fig. 8



Fig. 7



Fig. 9



Fig. 10



Fig. 11

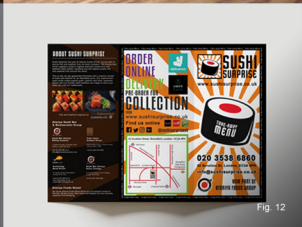


Fig. 12

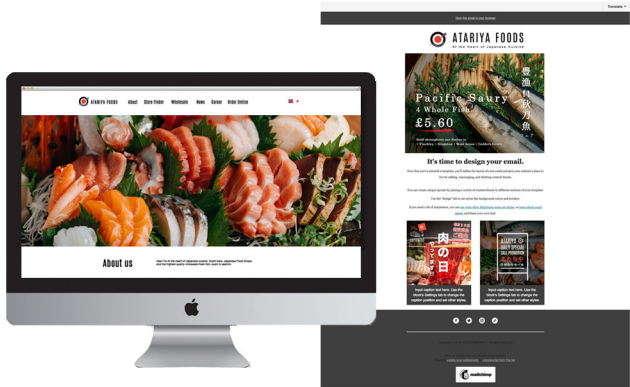


Fig. 13

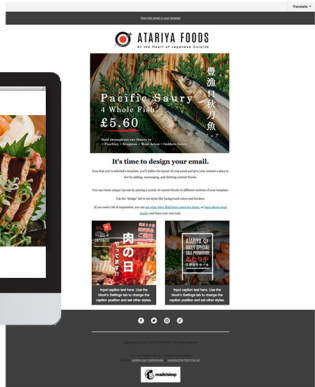


Fig. 14

Font

Aa

Aa

ANTONIO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Colour Scheme



#e4432c
RGB (228,65,43)
CMYK (5,90,95,0)



#1c1e33
RGB (28,30,51)
CMYK (87,81,50,61)



#939598
RGB (128,128,128)
CMYK (45,36,35,1)



#656565
RGB (101,101,101)
CMYK (60,52,51,21)



#010101
RGB (1,1,1)
CMYK (0,0,0,100)

Fig. 1 Refrigerated van graphic: T&S Enterprises Ltd.

Fig. 2 Branding: Atariya Foods Retail UK Ltd.

Fig. 3 Westfield Ichiba Japan Centre Sake Weekend: S.K.Y Enterprise UK Ltd.

Fig. 4 Branding: T&S Enterprises Ltd.

Fig. 5 The Restaurant Show Exhibition Stand Mock-up: T&S Enterprises Ltd.

Fig. 6 The Restaurant Show Exhibition Stand: T&S Enterprises Ltd.

Fig. 7 Japan Embassy Product Catalogue: Atariya Foods UK Ltd.

Fig. 8 Branding: Sushi Bar Atariya

Fig. 9 Westfield Ichiba Japan Centre Sake Weekend Exhibition Booth: S.K.Y Enterprise UK Ltd.

Fig. 10 Branding: Atariya Foods UK Ltd.

Fig. 11 Product Catalogue: T&S Enterprises UK Ltd.

Fig. 12 Branding: Sushi Surprise

Fig. 13 Web Design: Atariya Foods Group

Fig. 14 E-mail Marketing: Atariya Foods Retail UK Ltd.



SUSHIOLOGY

Sushiology offered ready-made and made-to-order sushi and sashimi at its flagship Bond Street store, combining high-quality authentic products supplied by the Atariya Group's wholesale subsidiary with the convenience of a takeaway.

I joined Atariya Foods group just before the launch of this new takeaway brand and were responsible for the website design, brand management, graphic design and digital marketing.

Other responsibility included liaising with commercial architects for store front renovation planning application and advertisement consent.

WEBSITE DESIGN	UI	UX
SEO	GRAPHIC DESIGN	
PRINT DESIGN	DIGITAL MARKETING	

Fig.1 Shop exterior

Fig.2 Business card design

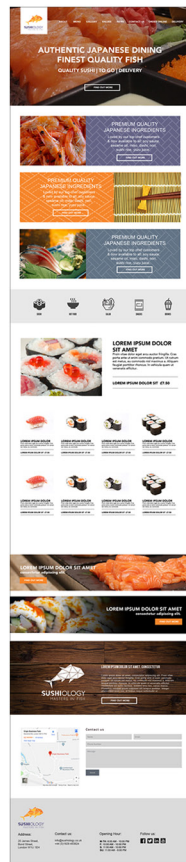
Fig.3 Moodboard

Fig.4 Packaging bag design



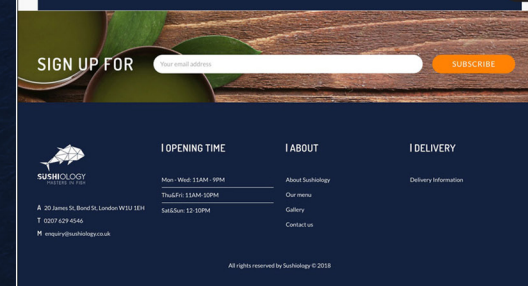
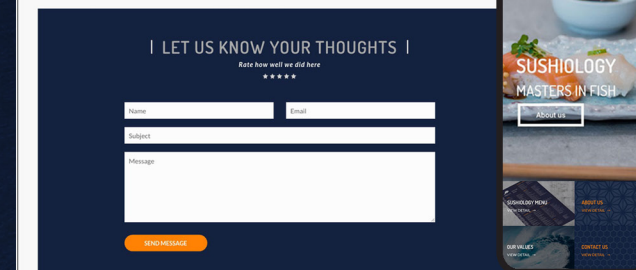
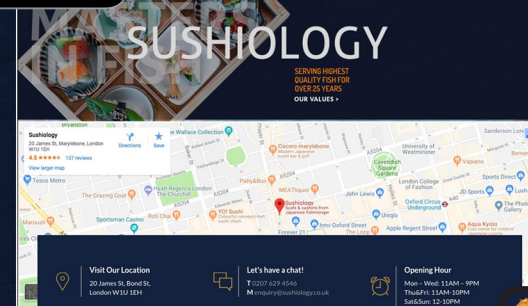
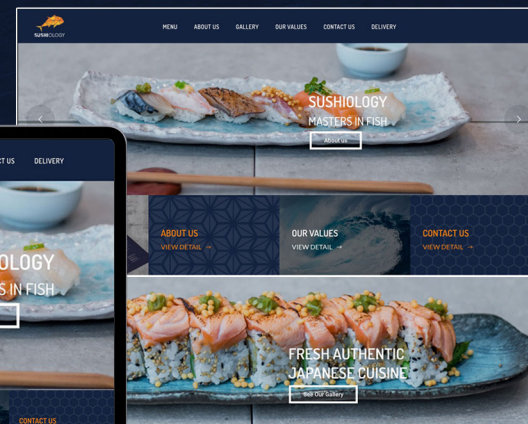
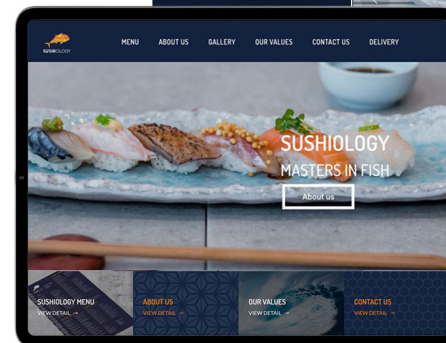
BEFORE

Initial wireframe design pitched for the website.



AFTER

Initial wireframe design pitched for the website.



Font

Aa

DOSIS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Colour Scheme

<div></div> #ff8205 RGB (255,130,5) CMYK (0,60,100,0)	<div></div> #656565 RGB (101,101,101) CMYK (60,52,51,21)
<div></div> #aaaaaa RGB (170,170,170) CMYK (35,28,28,0)	<div></div> #16223f RGB (21,34,68) CMYK (95,85,46,51)



SUSHIOLOGY

UI and UX of the website were kept simple and the colour palettes were reduced significantly from my initial draft designs in order to achieve accessible yet high-end look adhering to the customer target base of both the novice and connoisseurs to authentic Japanese restaurants.

In developing the web design style guide, the colour scheme and patterns used incorporated key features of the shop interior design. Having consistency in its digital representation and its physical space added an extra little touch in bringing the brand closer to its customers.

- WEBSITE DESIGN
- UI
- UX
- SEO
- GRAPHIC DESIGN
- PRINT DESIGN
- DIGITAL MARKETING



Fig.1 Shop Till Area Counter



Fig.2 Shop Feature Wall

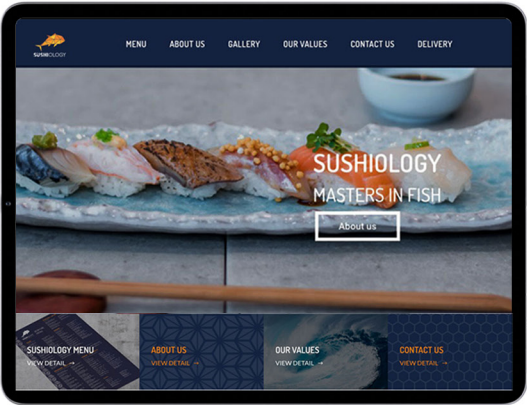


Fig.1 Home Page

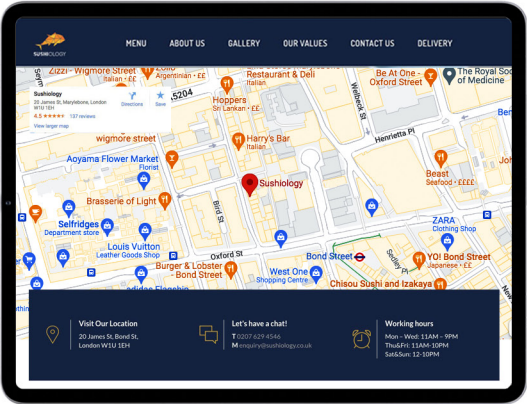


Fig.2 Contact Page

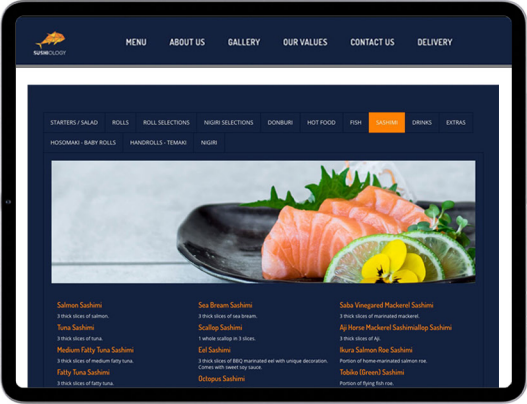


Fig.3 Menu Page

Web Design Style Guide

Font

Aa

DOSIS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

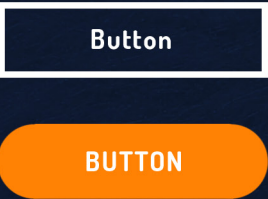
Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

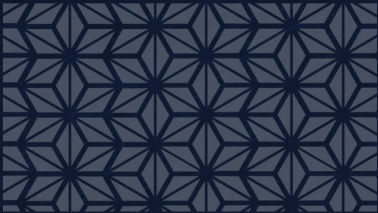
Colour Scheme

- #ff2205
RGB (255,130,5)
CMYK (0,60,100,0)
- #656565
RGB (101,101,101)
CMYK (60,62,61,21)
- #aaaaaa
RGB (170,170,170)
CMYK (35,28,28,0)
- #15223f
RGB (21,34,68)
CMYK (95,85,46,51)

Button Style



Pattern 1



Pattern 2





Fig. 1

Fig. 2



Fig. 3



Fig. 4



Fig. 5



Fig. 6



Fig. 7

- Fig.1 Authentic Japanese Style Chicken Katsu Packaging (Front)
- Fig.2 Authentic Japanese Style Chicken Katsu Packaging (Back)
- Fig.3 Product Brochure Front Cover
- Fig.4 Brochure Page Content
- Fig.5 Chicken Katsu photoshoot used for packaging design
- Fig.6 Company Flyer
- Fig.7 Chicken Curry photoshoot used for brochure

Font

Aa

Helvetica Neue Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Helvetica Neue Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Colour Scheme

#000000
RGB (0,0,0)
CMYK (0,0,0,100)

#ed2627
RGB (237,38,39)
CMYK (1,97,95,0)

#303133
RGB (48,49,51)
CMYK (71,64,60,59)

#ffffff
RGB (255,255,255)
CMYK (0,0,0,0)

YAKITORI KING

The Yakitori Company Ltd.

Yakitori King is a food manufacturing company that joined Atariya Foods Group in 2019. The company supplies over 1000 restaurants and food outlets in the UK and parts of the EU.

The work here involved brand management, website design and company brochure design.

As part of their new venture into supplying and manufacturing products aimed specifically for retail business I was asked to create food packaging designs for their wholesale product range. Final products were distributed and sold across the group company retail stores and some of the largest wellknown Japanese supermarkets in the UK. I was involved in the project from product photography used on the packaging and across the brand on their website and brochures to the final product launch in 2020.

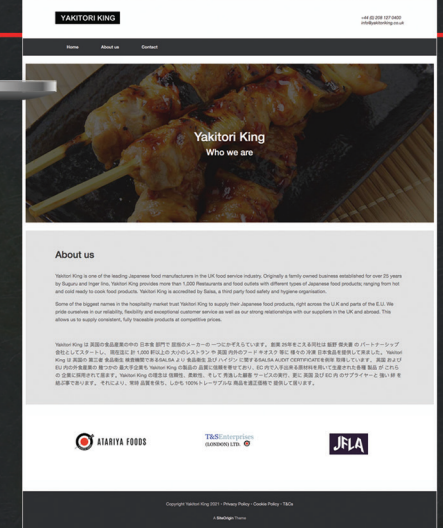
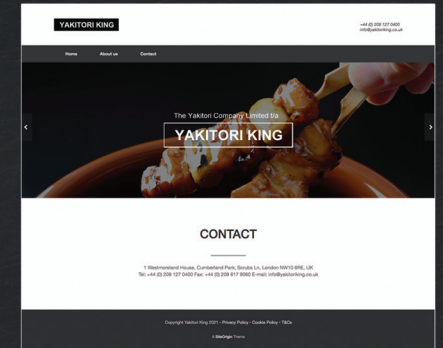
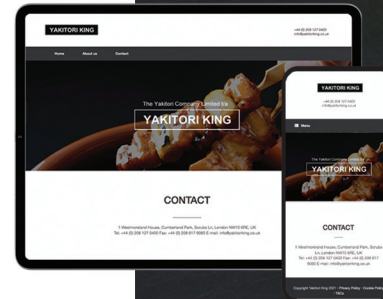
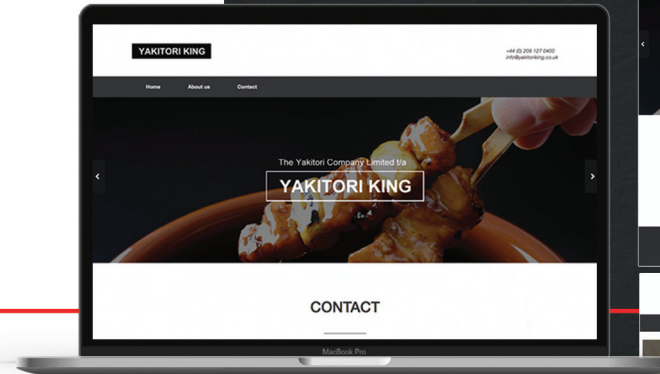
WEBSITE DESIGN

GRAPHIC DESIGN

PACKAGING DESIGN

PRINT DESIGN

PHOTOGRAPHY





SUSHI BAR ATARIYA
Authentic Japanese Cuisine

SUSHI BAR ATARIYA

Sushi Bar Atariya offered its customers high-end seafood products supplied directly by its Atariya wholesale group serving menu using high quality fresh products at a fraction of the price.

My responsibility here included print marketing material design, menu design, art direction and photoshoot of menu items which were used across the brand for digital marketing and prints.

BRAND MANAGEMENT

PRINT DESIGN

GRAPHIC DESIGN

PHOTOGRAPHY

DIGITAL MARKETING



SUSHI SURPRISE

Sushi Surprise is a sushi takeaway brand that joined Atariya Foods Group in 2017. Based just few minutes walk from Shoreditch High Street Station the store served sushi and sashimi with creative and surprise offer available for its regular customers.

My role for this company included menu redesign, menu item photoshoot, liaising with commercial architect in preparation for store exterior advertising consent and planning application etc.

BRAND MANAGEMENT

PRINT DESIGN

GRAPHIC DESIGN

PHOTOGRAPHY





EXTENSION ARCHITECTURE

Extension Architecture is an architectural practice specialising in planning application process with rate of close to 100% in planning permission.

My role at Extension Architecture included web layout update as requested, managing web content including project portfolio upload to outsourcing and overseeing the web contents provided by external marketing agencies. After a successful SEO with competitor analysis and online profile building the website Page Authority and Domain Authority rose significantly resulting in the increase of the overall web traffic while I was with the company.

WEBSITE DESIGN

UI

UX

SEO

GRAPHIC DESIGN

PRINT DESIGN

DIGITAL MARKETING





THE TREE STONE

The Tree Stone was a client for YKG Ltd, a subsidiary of Extension Architecture that specialised in providing all-round service for commercial customers from change of use planning application, interior design, branding and construction to fittings.

As a butcher and steak house operating for over 20 years in South Korea and the UK, the Tree Stone was in the process of major refurb and rebranding process. My role for this project was overseeing this rebranding, web design, menu and other stationary design to producing any ad hoc marketing and design works required which ranged from producing a hoarding for use during the construction to producing art works for interior design.

WEBSITE DESIGN

UI

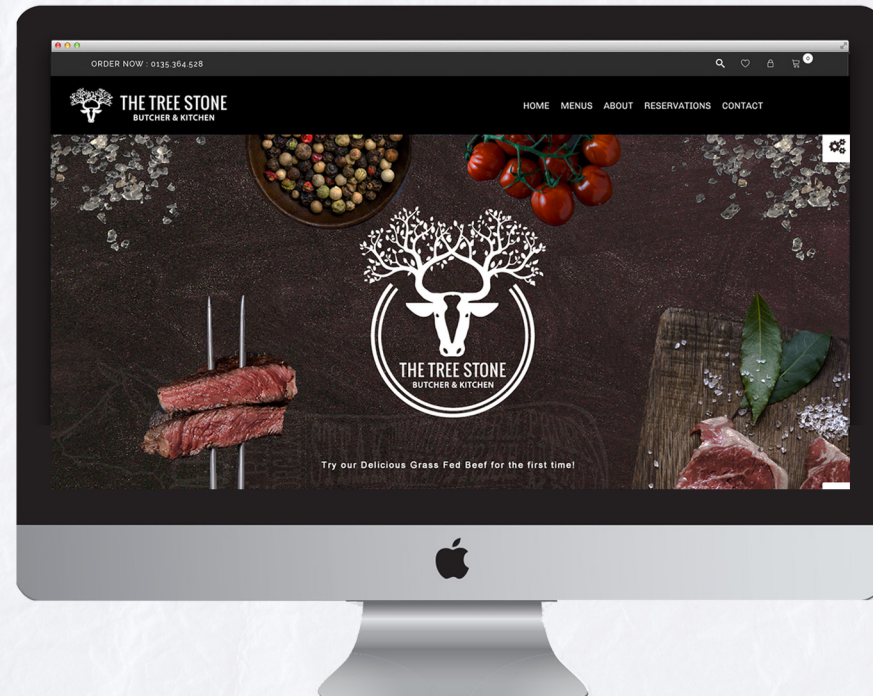
UX

SEO

GRAPHIC DESIGN

PRINT DESIGN

DIGITAL MARKETING



BINTANG RESTAURANT

Established in 1987 Bintang Pan Asian restaurant opened it's first branch in Camden Town. Working with the Graphic Design and Digital Marketing team I gradually took on a more central role in print design and marketing material design and were responsible for updating web and SNS contents according to the campaign calendar.

WEBSITE DESIGN

UI

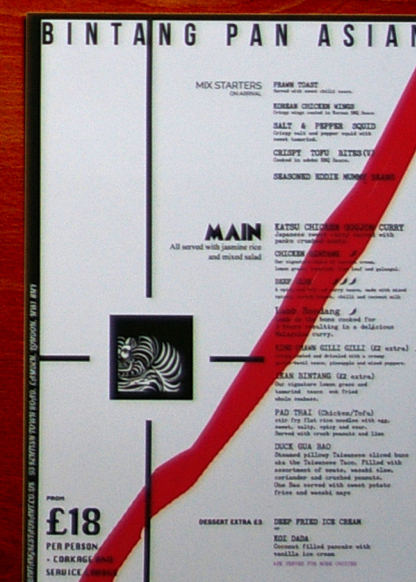
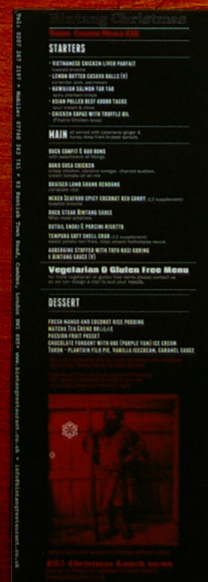
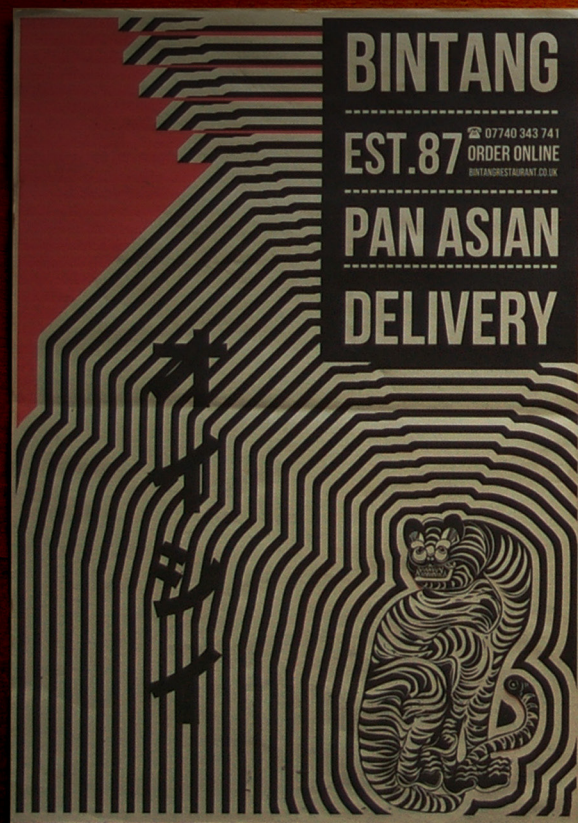
UX

SEO

GRAPHIC DESIGN

PRINT DESIGN

DIGITAL MARKETING





BINTANG RESTAURANT

In 2014 coinciding with the food delivery site launch I was requested to redesign the website with fresh current look, featuring and emphasising the most recent campaigns based on the new wireframe.

WEBSITE DESIGN

UI

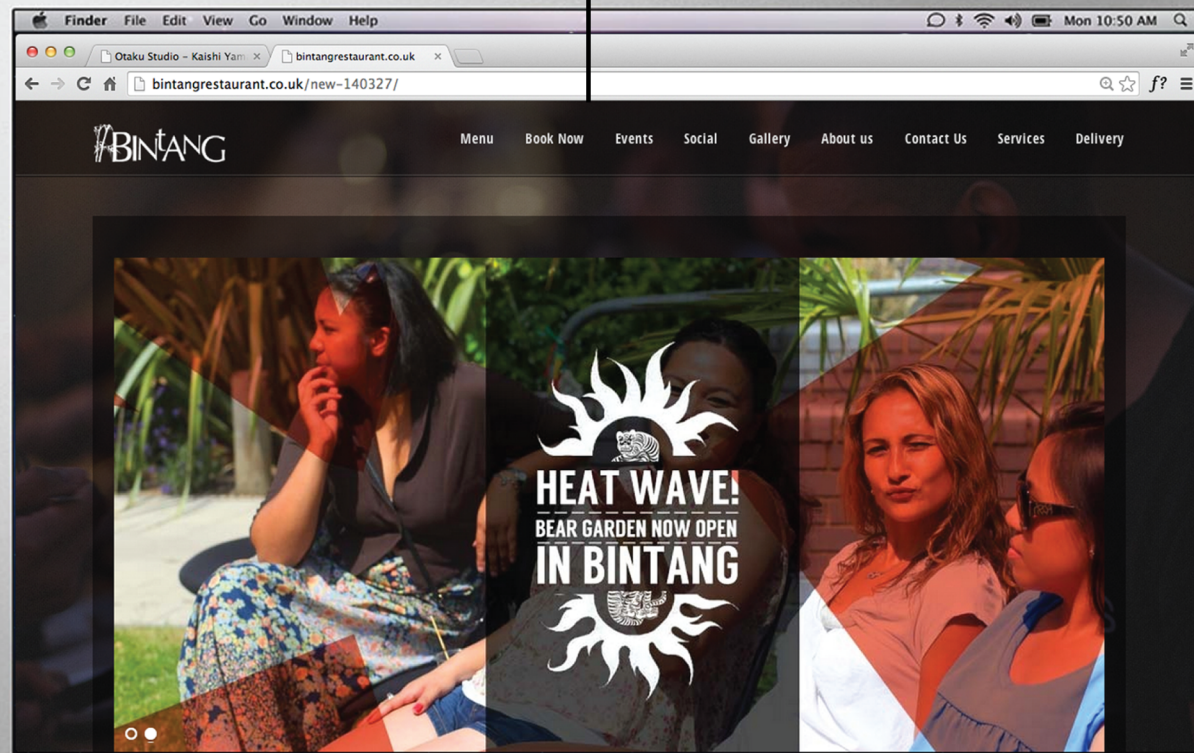
UX

SEO

GRAPHIC DESIGN

PRINT DESIGN

DIGITAL MARKETING



MacBook Air

BINTANG



01



02



03



04

WEB BANNER



05



06



07



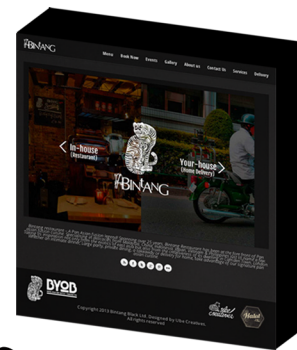
08

- FIG.01 Christmas 2014
- FIG.02 Bintang Break Fast Club Ramadan Promotion
- FIG.03 Mother's Day 2014
- FIG.04 Summer Bank Holiday
- FIG.05 New A La Carte Menu Promotion
- FIG.06 Birthday Club
- FIG.07 YOUTUBE Channel Promotion
- FIG.08 World Cup 2014 Screening

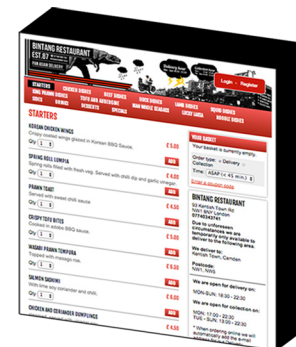
MAIN SITE

The redesigned website used landing page with option to choose between main site and the delivery site.

Upon entering the main site the visitors were greeted with an animated delivery site web banner and campaign related web slides to better reflect at the restaurant.



LANDING PAGE



DELIVERY SITE





BINTANG RESTAURANT

With newly launched delivery site Bintang Restaurant wanted to facilitate the web traffic to this delivery site but also increase the booking through ease of navigation to table reservation application on the company website for mobile devices.

In order to achieve the above requirements I designed a new mobile site in 2014. The HTML coded mobile site were designed with focus on ease of navigation, clean and simple table reservation page design.

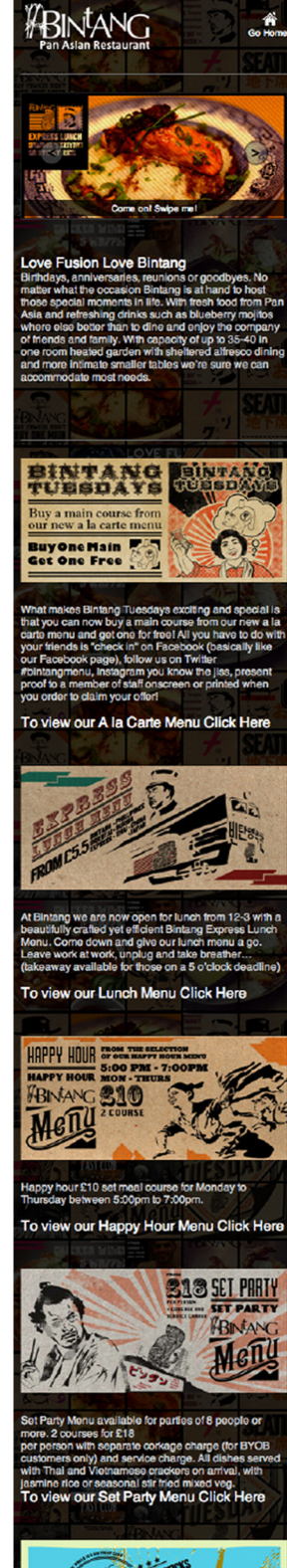
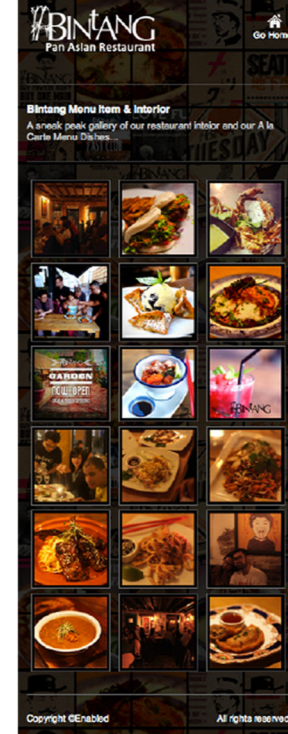
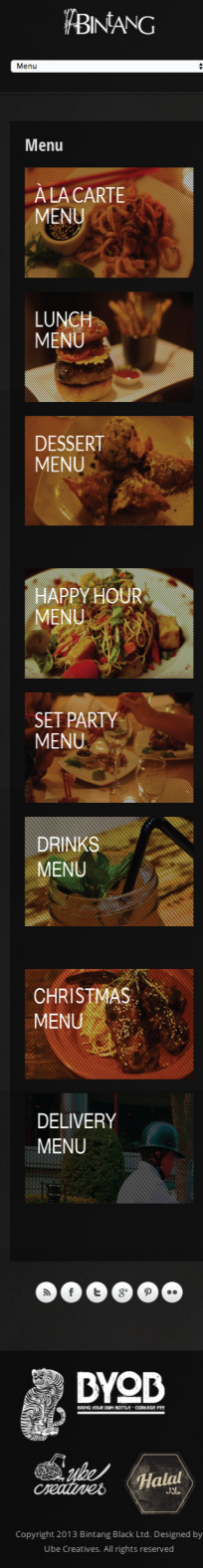
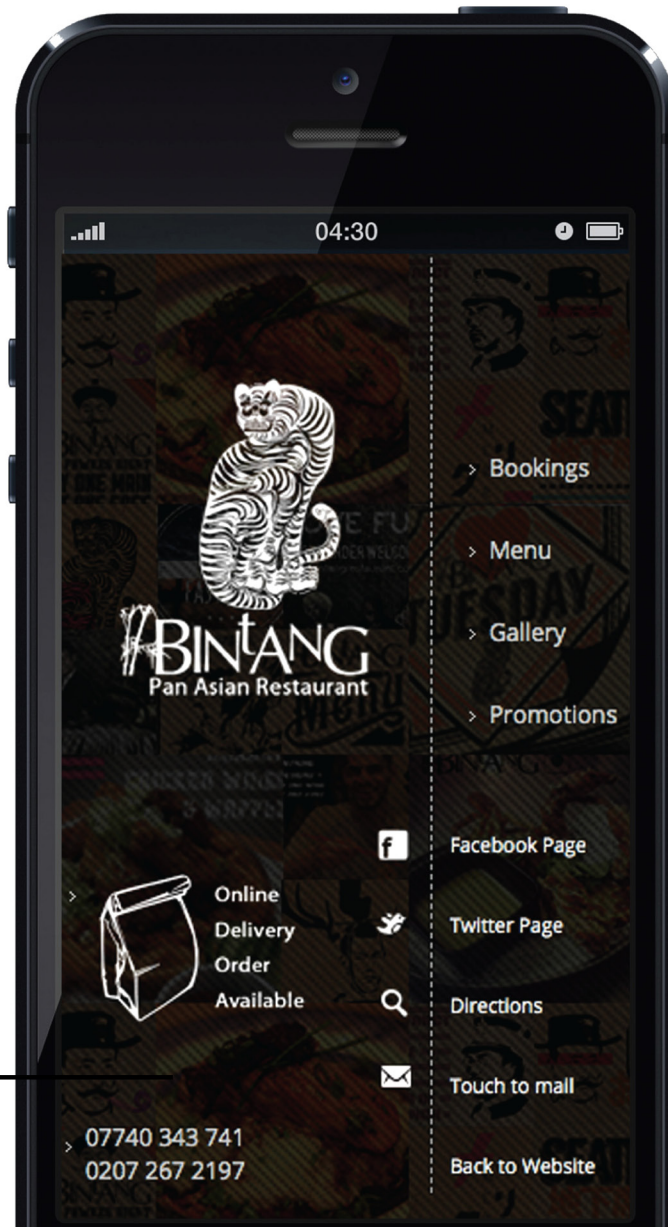
WEBSITE DESIGN

UI

UX

SEO

GRAPHIC DESIGN



GUANABANA

LATIN CARIBBEAN



Guanabana Restaurant

Based few minutes walk from Kentish Town station and Camden Town station and established in 2007 Guanabana Latin Caribbean Restaurant a sister company to Bintang restaurant served mixture of Latin and Caribbean inspired menu offering to the customers signature dishes such as Jerk Chicken and Lamb Curry.

New website design for the restaurant took place in 2015 incorporating Parallax effect to the site as well as more user-friendly simpler colour scheme. Some other changes were full width slider being added to the homepage to keep up with more current design trends.

WEBSITE DESIGN

UI

UX

BRANDING

SEO

GRAPHIC DESIGN

PACKAGING DESIGN

DIGITAL MARKETING

PRINT DESIGN



Fig 1 Refrigerated van graphic: T&S Enterprises Ltd.

Fig 2 Branding: Atariya Foods Retail UK Ltd.

Fig 3 Westfield Ichiba Japan Centre Sake Weekend: S.K.Y Enterprise UK Ltd.

Fig 4 Branding: T&S Enterprises Ltd.



GUANABANA

LATIN CARIBBEAN



Guanabana Restaurant

Guanabana Restaurant rebranding project completed on 2015. This rebrand coincided with brunch menu launch earlier that year and was inspired to match the rustic Caribbean look of the restaurant at the time.

BRANDING

GRAPHIC DESIGN

DIGITAL MARKETING

PRINT DESIGN

GUANABANA

LATIN CARIBBEAN



Font

OSTRICH SANS INLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(!?,:;)

MOJAVE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Colour Scheme

#000000	#FFFFFF
RGB (0,0,0)	RGB (255,255,255)
CMYK (0,0,0,100)	CMYK (0,0,0,0)

GUANABANA

LATIN CARIBBEAN



Design Elements



Guanabana Fruit
Silhouette

Draft Ideas Presented

GUANABANA
BREAKFAST &
BRUNCH



GUANABANA

LATIN CARIBBEAN



01

FRESH JUICE
POSTER DRAFT DESIGNS



02

FRESH JUICE
POSTER PHOTO-
SHOOT



GUANABANA RESTAURANT

Packaging and print design project for Guanabana Restaurant's new product fresh cold pressed juice range. To emphasise the organic and natural ingredients of the product the minimal design and colour palette were used accentuating the colour of the product.

PRINT DESIGN

GRAPHIC DESIGN

DIGITAL MARKETING

G U
A N
A B
A N
A

2 0
1 4

KINGSTON KICK -

- orange
- carrot
- apple
- ginger



FRESH COLD PRESS JUICE
NOW AVAILABLE



AVAILABLE IN GUANABANA LATIN CARIBBEAN ONLY
CHOOSE FROM "KINGSTON KICK", "GREEN GRENADA" & "LATIN BEETS"
WWW.GUANABANARESTAURANT.COM 85 KENTISH TOWN ROAD, CAMDEN, LONDON, NW1 8NY
INFO@GUANABANARESTAURANT.COM 0207 485 1166





The Big Bee Search

The Big Bee Search



THE BIG BEE SEARCH

A newly established law firm The Big Bee Search Ltd. set up by a Legal Adviser who approached me requested brand design for this dynamic and energetic new legal recruitment firm to set them apart from the pre-established image of a law firm.

In completing this brief I decided to go for more approachable logo design but still keeping with a look which brought forward in it's brand image their solid background.

WEBSITE DESIGN

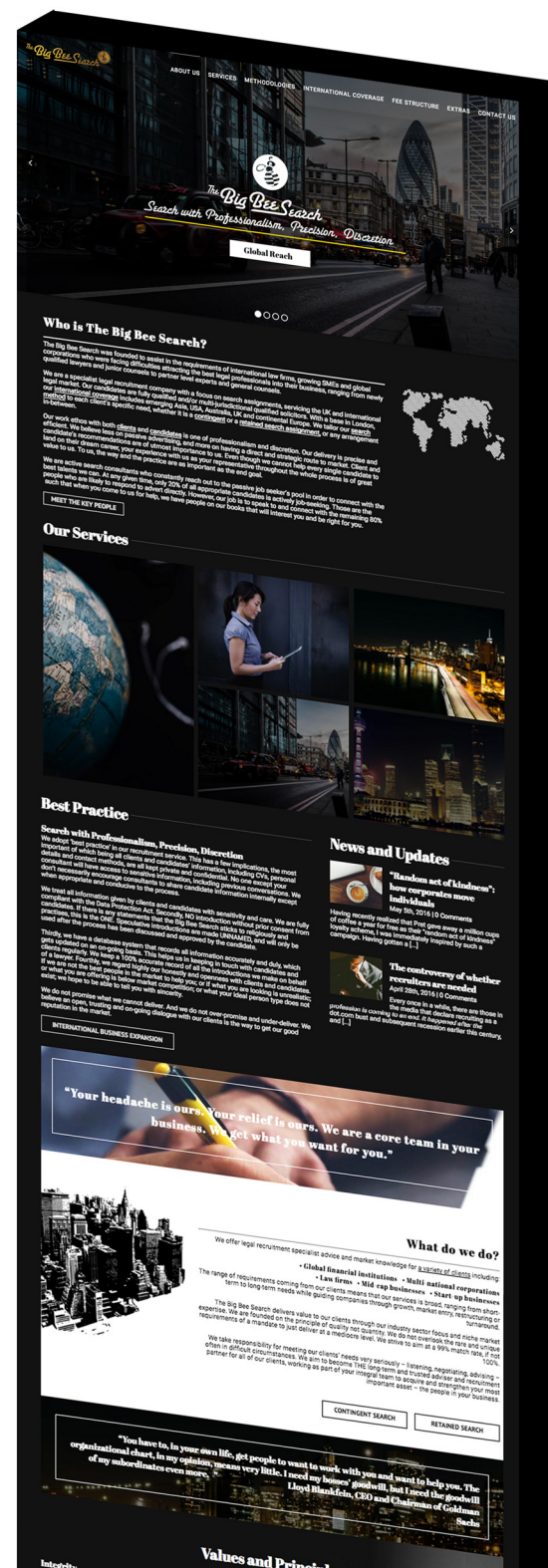
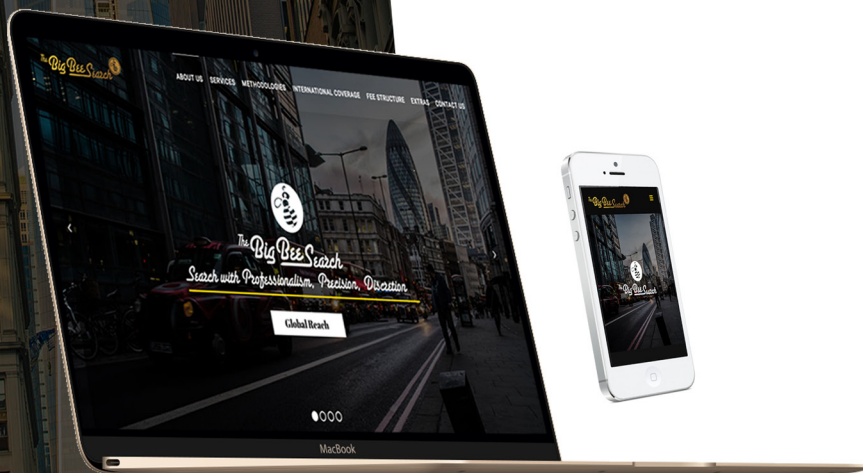
UI

UX

SEO

GRAPHIC DESIGN

PRINT DESIGN



- Boutique Executive Search Firm
- Contingent Assignment
- Retained Search
- Global financial institutions
- Multi-national corporations
- Law firms
- Mid-cap businesses
- Start-up businesses



EIGA UK

Taking inspiration from Japanese lifestyle magazine comprised mostly with illustration and icons, I created this UK Film review site offering Film Event news, Film related site seeing information as well as most recent film reviews intended for Japanese viewers living in the UK.

BRANDING

WEBSITE DESIGN

SEO

UI

UX

GRAPHIC DESIGN

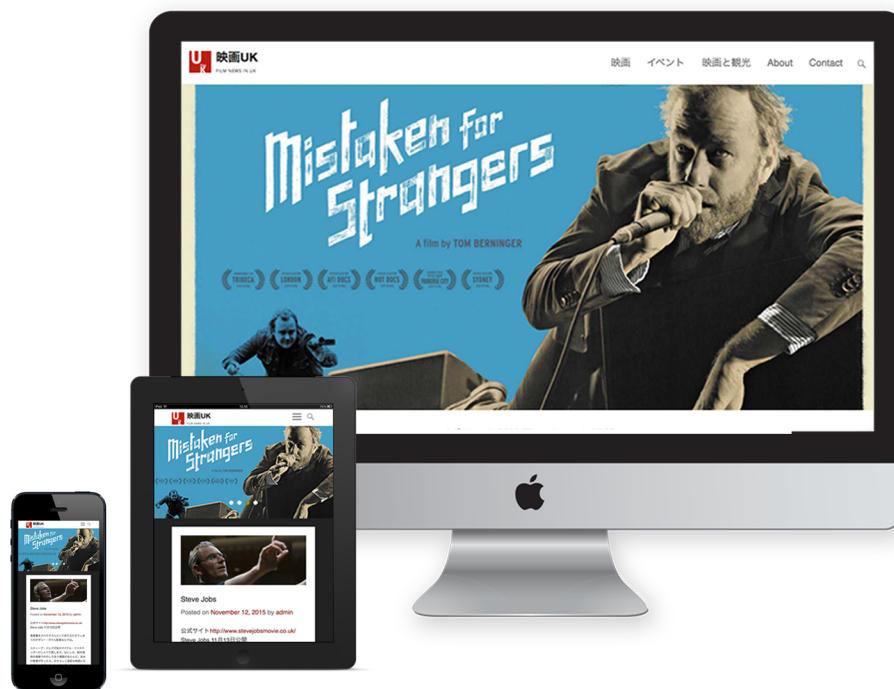
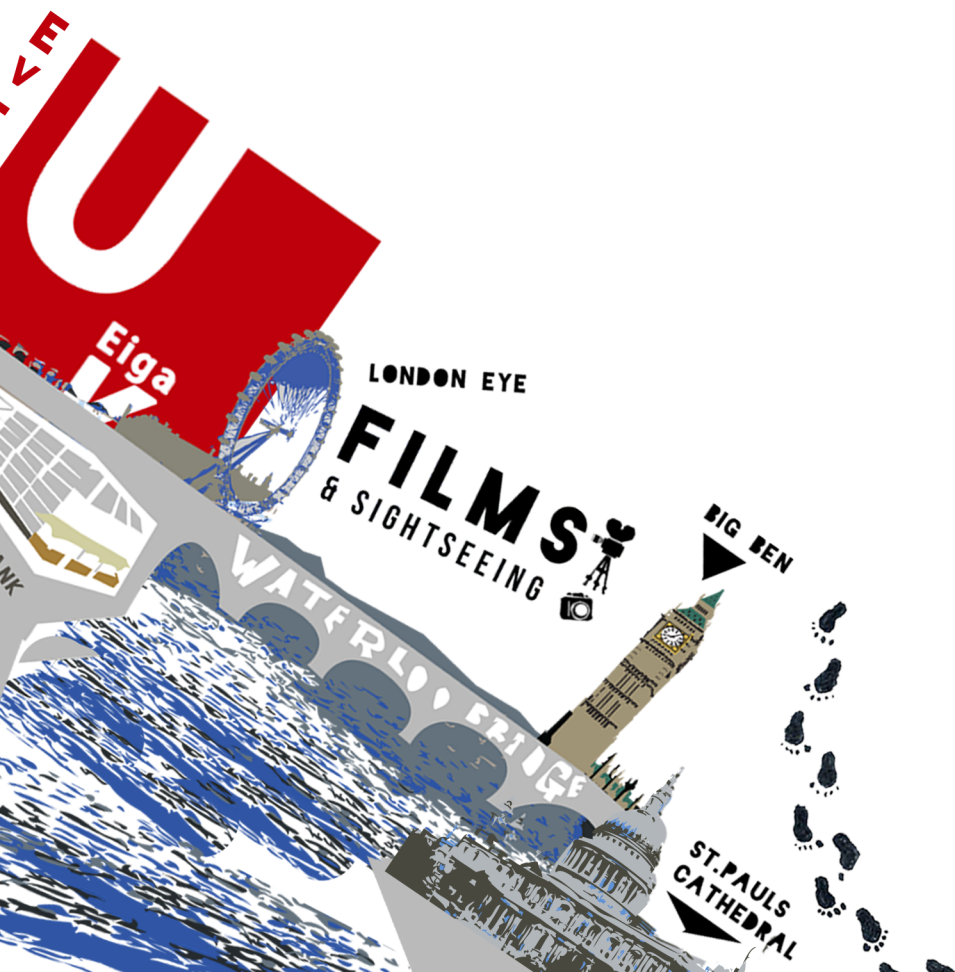
EVENT

イベント情報

FILMS

& SIGHTSEEING

RELEASE SCHEDULE





1



2



3



4



5



6



RESEARCH NOW

The Brief for this project by Research Now, an online sampling and data collection company, was to create an e-newsletter template and a flash animation promoting new webinar service provided by the company.

Using the color scheme of the logo I created a pattern which would shift it's position over the customer representation image as it fades and staff representation image emerges to signify the slogan "Merging Customer Needs with Professional Insights for over 15 years."

Above Left: Concept art Above Right: Flash Animation stills Right: E-newsletter template
You can view the gif animation on my website at kaishiyamaguchi.com

GRAPHIC DESIGN

UI

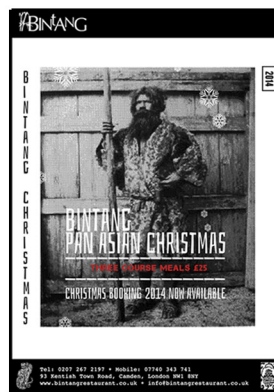
UX

DIGITAL MARKETING

01



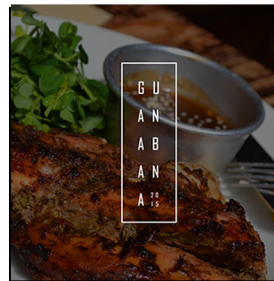
04



05



06



07



08

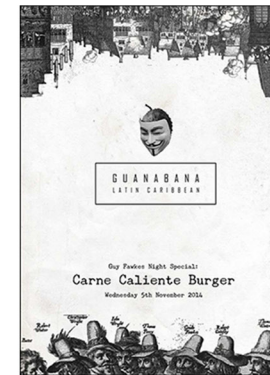
PRINT

& Other Marketing Materials

09



10



11



13

02



03

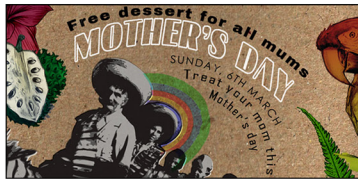


Fig.01 - Guanabana Restaurant Open Mic Night

Fig.02 - Bintang Restaurant Bring Your Own Bottle Valentines Campaign

Fig.03 - Guanabana Restaurant Mother's Day 2014

Fig.04 - Bintang Restaurant Christmas 2014

Fig.05 - Bintang Restaurant 27th Anniversary

Fig.06 - Guanabana Restaurant Jerk Chicken

Fig.07 - Bintang Restaurant NYE 2015

Fig.08 - Xclusive Touch Twisted Circus 2016 at Shaka Zulu

Fig.09 - Guanabana Restaurant Mother's Day 2016

Fig.10 - Bintang Restaurant Valentines 2014

Fig.11 - Guanabana Restaurant Guy Fawkes

Fig.12 - Bintang Restaurant Easter BBQ 2014

Fig.13 - Bintang Restaurant BYOB Campaign

Fig.14 - Guanabana Restaurant Sunday BBQ 2015

12



14



LOGO

Branding Works

FIG.01
EIGA UK

FIG.02
CAVE PEOPLE COLLECTIVE
logo idea presented to Illustrator
Collective in Kingston

FIG.03
BIG BEE SEARCH

FIG.04
MAKE A NOISE
logo designed for a column in
Japanese online publication

FIG.05
KAYAMA JIRO
Personal Identity Design Project

FIG.06
HALAL BACON
logo design for a Restaurateur blog

FIG.07
FILM AND UK
Personal Identity Design Project

FIG.08
GUANABANA RESTAURANT 2013



01



02



03



04



05



06



07



08

