

ART DIRECTOR / GRAPHIC DESIGNER / PHOTOGRAPHER

AYANO FUKUOKA

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Freelance Graphic Designer & Photographer based in France, creating visual projects ranging from branding and visual identity to commercial photography, print, and digital design. I work with institutions, artists, and creative organizations, combining conceptual thinking with pragmatic execution.

PROFESSIONAL EXPERIENCE

2017 – Present

Freelance Graphic Designer & Photographer

- *France / International*

- Design and production of visual materials: branding, print and digital graphic design, commercial photography
 - Creation of websites, posters, event flyers, logos, and communication materials
 - Collaboration with institutions, small businesses, and artists
- Key clients:** UN-Habitat, N9 Notaires (Paris), Force Marketing Co. (Japan), local artists and SMEs

07.2013-12.2016

Project Manager / Graphic & Web Designer

- *DIGITALSTAGE INC., Tokyo*

- Direction and design of website templates
- UI/UX design for digital products and software
- Creation of newsletters, logos, and product-related visual materials

06.2012-04.2014

Online Shop Manager & Designer

- *LOFTY U.K., London*

- Full management of online store: content, purchasing, customer relations
- Graphic and visual design for e-commerce platform

Freelance Graphic & Web Designer

- *UK / International*

- Design of music event flyers, websites, and logos
- Creative assistant work: photography, interior design

04.2006-03.2011

Web designer

- *BLANC INC., Tokyo*

- Design of websites for product campaigns, including digital cameras for Canon
 - Collaboration with major corporate clients
- Key clients:** : Rakuten, Suntory, Konica Minolta Japan, Kewpie Corporation

PORTFOLIO

Available upon request

SKILLS

- Art Direction
- Branding & Visual Identity
- Print & Digital Graphic Design
- Commercial & Artistic Photography

EDUCATION

2002-2006

Aichi Sangyo University
Bachelor's Degree (Bac+4),
Fine Arts, Graphic Design

2017-2019

French Language Studies
DEL F B1

TOOLS

- Adobe Photoshop, Lightroom
- Adobe Illustrator, XD
- Adobe InDesign
- Canva

LANGUAGES

- Japonais : Native
- Anglais : Professional
- Français : Professional

ACCP African Clean Cities Platform Website

<https://www.africancleancities.org/>

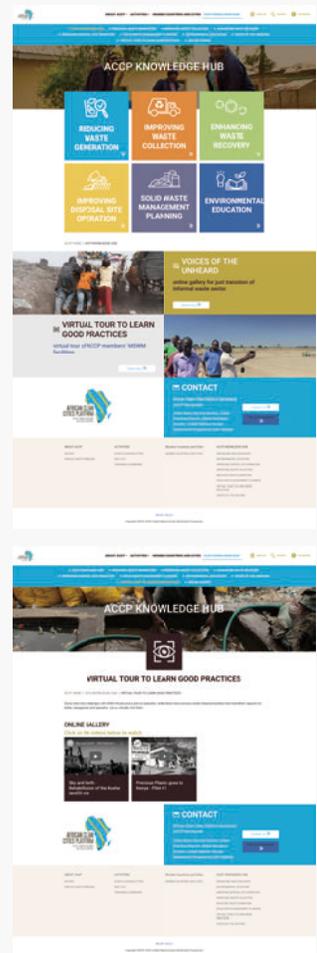
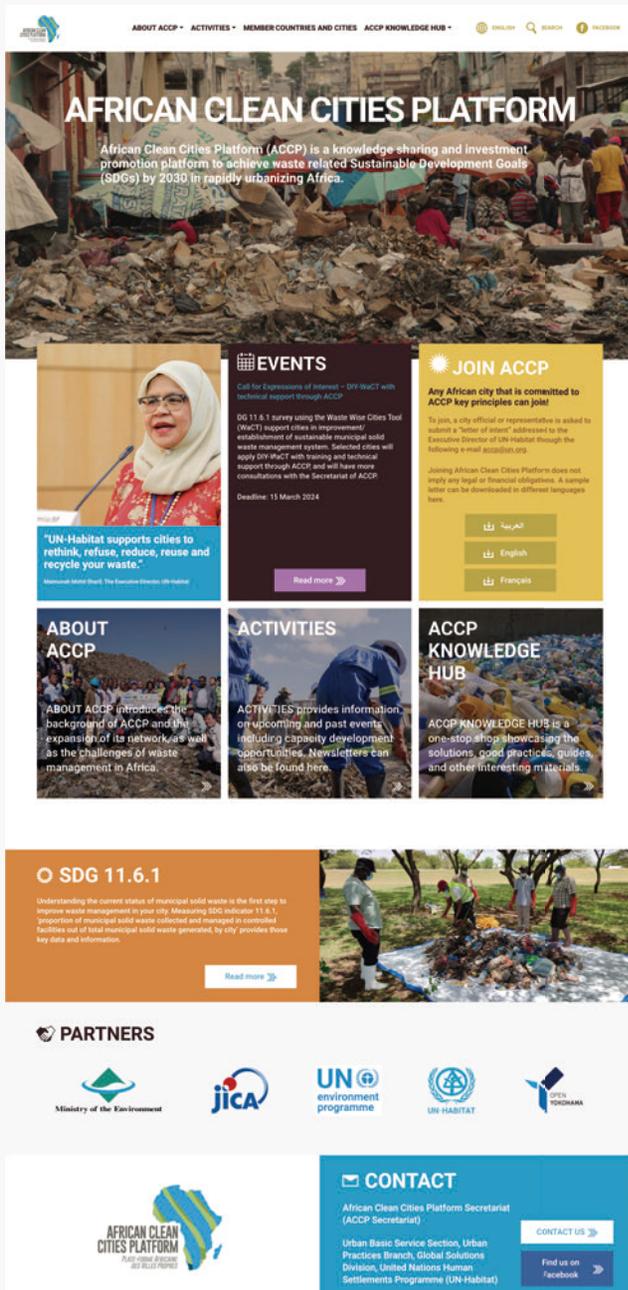
Client: ONU-Habitat Web Developer: Birubi Inc. Languages: English, Spanish, Arabic

Role: Website Design

Website design for the African Clean Cities Platform, an initiative focused on knowledge sharing and the promotion of sustainable solutions for urban waste management in Africa, in line with the Sustainable Development Goals.

The website was designed to ensure clear navigation, easy access to multilingual content (French, English and Arabic), and a well-defined structure for key information, while maintaining readability across technical resources and data.

The project was developed in close coordination with the technical team to meet editorial and institutional requirements.



UN-Habitat

Report "Leaving No One Behind"

<https://unhabitat.org/>

Client: UN-Habitat Languages: English, Spanish, French

Role: Layout Design

Design and layout of Leaving No One Behind, an 82-page institutional report produced for UN-Habitat in English, Spanish and French.

The work focused on organising complex, multilingual content to ensure clarity, visual consistency and smooth reading throughout the publication, in accordance with United Nations editorial standards.



Channels Me

Visual Identity & Platform UI

<https://channels-me.com/>

Client: Messaging Me Web Developer: foreverbije Languages: English, French

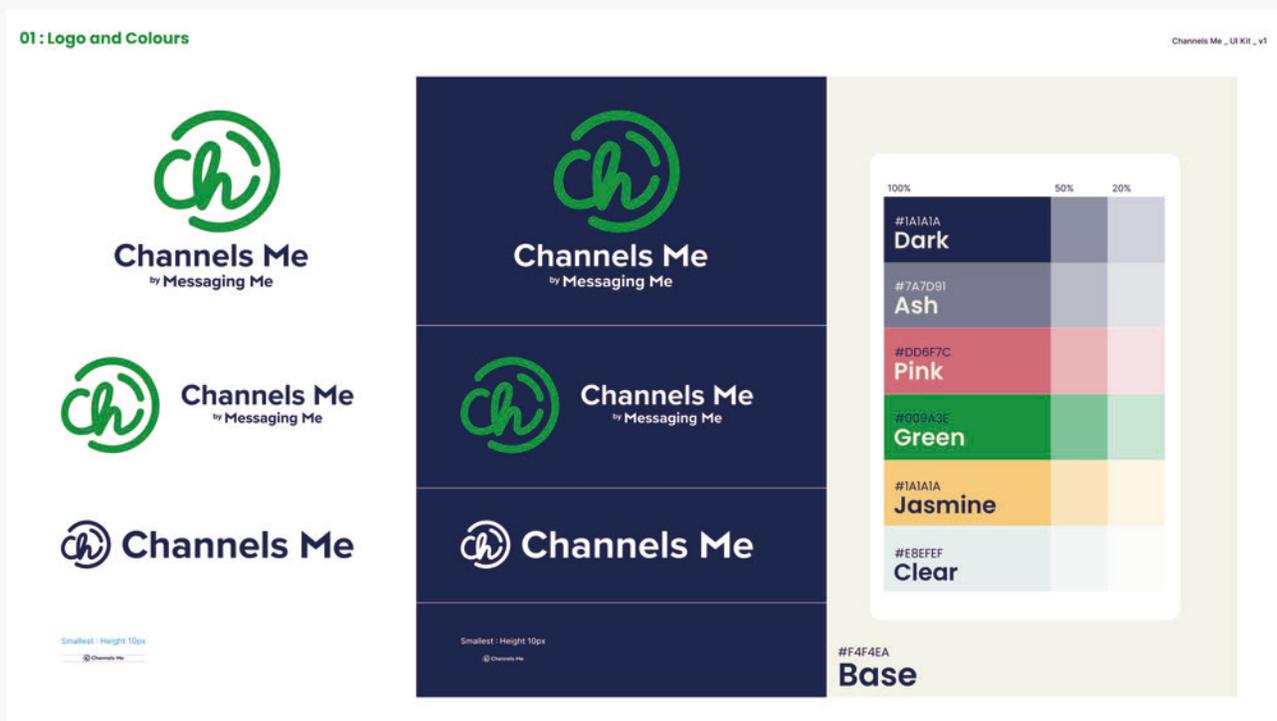
Role: Logo Design & Charte graphique, Website & Dashboard Design

End-to-end visual and interface design for Channels Me, a SaaS platform developed by Messaging Me for managing, organising and publishing content on WhatsApp channels for brands and communities.

The scope included logo design, brand guidelines, website design and dashboard interfaces, with a strong focus on usability, information clarity and visual consistency across the platform.

The overall goal was to create a clear, accessible and scalable product experience, supporting both everyday use and content management in a SaaS environment.

Project developed in collaboration with the foreverbije development team.



Initial explorations for the visual identity

EXO-RECELL SERUM

Landing Page

https://store.beautystyling.net/pages/exo-recell-serum

Client: Force Marketing Co. Web Developer: Birubi Inc. Languages: Japanese

Role: Website Design

Design of the landing page for EXO-RECELL SERUM, a beauty serum developed by Force Marketing Co. and rooted in Japanese regenerative medicine research.

The visual direction brings together scientific credibility and refined aesthetics, using a violet colour palette to express a premium positioning, supported by a clear content structure focused on product understanding and conversion.

Project realised in collaboration with the development team at Birubi Inc.

EXO-RECELL
SERUM

まるで、塗る点滴。
未来の美しさを。

再生医療の叡智を肌へ。
*世界初、ヒトサイト由来ホウオトンゼリー間葉系幹細胞エクソソーム配合の先進美容液。

販売開始通知

科学と美の融合 製品の特徴 肌への働き方 製品全成分 よくある質問 販売開始通知

日本の再生医療研究所から生まれた、
科学と美が融合するスキンケア

ISO9001[®]の認証とは、先進処方とは？

EXO-RECELLは国際的な品質マネジメントシステム「ISO9001」の認証を受けた、研究所のエクソソーム原料を美容液に採用しております。

ISO 9001とは、製品の品質を継続的に改善し、一定の水準を保ち続けるための仕組みが構築されていることを、第三者機関が認めた証です。

提供する機能のみで、エクソソームの原料となるヒトサイト（幹）から間葉系幹細胞の採取が行われており、厳密に管理された国内の研究所機関にて管理・培養されています。

全ての工程を日本国内で行っており、安定した品質管理を実現し、世界基準に達する、ジャパンクオリティを誇ります。

※ISO 9001はあくまでも製品そのものの品質を証明するものではなく、製品そのものを保証するものではありません。

エクソソームとは？

エクソソームとは、ヒト間葉系幹細胞（MSC）から分泌されるナノサイズ（約30～150nm）の極小の物質です。細胞間の情報伝達に果たす構造体となります。

EXO-RECELLには、「ヒトサイト（幹）ホウオトンゼリー由来の間葉系幹細胞」を培養し、抽出されたエクソソーム[®]が配合されています。

ホウオトンゼリーとは、幹細胞の中にあるゼリー状の組織で、赤ちゃんの成長を支える役割を持っています。他の細胞とコミュニケーションをとり、細胞の代謝を促す役割です。

そのため、医療分野では、様々な治療に活用されており、美容分野においては、肌を健やかな状態に保ち、整え、卒業、アンチエイジングが期待できます。

※細胞そのものの培養・培養を証明するものではありません。

なぜ、臍帯由来なのか？

エクソソームの原料にはさまざまな由来があります。その中でも、ヒト臍帯（ホウオトンゼリー）由来のものは、構造的に近く、医学的に管理された環境で採取され、培養されています。

臍帯には、成長因子に似た細胞が多く含まれており、他の細胞由来の培養された臍帯より、細胞に美容分野での注目されている組織です。

一般的には、胎動由来のエクソソーム原料が取り扱われていますが、提供者の年齢や体質、により個体差が生じやすく、原料特性に幅がある場合もあります。

一方、このエクソソーム原料は、エビデンスに基づいた基準で採取されており、肌になじみやすい処方設計がされています。

幹細胞由来エクソソーム[®]配合
肌を整える5つのポイント

肌のすみずみ[®]まで届ける、6つのスキんケアアプローチ

テストモニアル

あなたのペースで選べる2つのサイズ

あなたの肌、次のステージへ。

EXO-RECELL SERUM

Expo Wall

<https://store.beautystyling.net/pages/exo-recell-serum>

Client: Force Marketing Co. Languages: Japanese

Role: Wall Graphic Design

Design of wall graphics for the Force Marketing Co. booth at BEAUTY WORLD JAPAN Tokyo, based on the main visual of the EXO-RECELL SERUM landing page.

The wall, measuring 600 cm by 270 cm, was designed in relation to the booth layout, furniture and make-up stations, ensuring visual continuity between the digital identity and the physical exhibition space.



PASURIRE LUXS

Visual Identity & Multi-format

https://store.beautystyling.net/pages/パスリルリュクス

Client: Force Marketing Co. Web Developer: Birubi Inc. Languages: Japanese

Role: Visual Concept Development, Art Direction, Web Design Spatial Graphic Design, Print Design, Video Subtitle Design

Design of the visual universe for PASURIRE LUXS, a facial treatment device positioned within a mature, high-end market.

The project began with visual research and concept development to define an elegant, structured and distinctive identity aligned with the product's premium positioning.

This direction was then applied across multiple formats, including visual guidelines, landing page design, exhibition wall graphics, product leaflet design and subtitles for the explanatory video, ensuring consistency across both digital and physical touchpoints.



01 PASURIRE LUXSのターゲットと「ラグジュアリー」の解釈

彼女たちが求める「ラグジュアリーさ」と購買意欲を刺激するデザイン要素

科学的信頼感 安心感 信頼感や安心感の裏付けとなるような要素を盛り込む。科学的な信頼感や安心感を伝える。	自己肯定感 特別感 顧客やターゲットが「特別な体験」を感じられるような要素を盛り込む。特別感や特別感を伝える。	上質美・洗練美 エレガントさ 高品質な素材や洗練されたデザインを表現し、高級感を伝える。	クラシックと トレンドの融合 クラシックな要素と最新のトレンドを融合し、洗練された印象を伝える。	未来への投資を 正当化する演出 「未来への投資」や「未来への期待」を表現し、未来への投資を正当化する。
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ターゲットは「安心して投資できる上質さと、自分を高める特別感を感じられるデザイン」にラグジュアリーを見出すのでそのようなデザインだと購買意欲を刺激しやすいです。

02 2025年の美容業界における広告デザイントレンド

光沢や質感、シズル感の強調：商品の質感や美しさをリアルに訴求する表現

商品の光沢や質感を強調することで、視覚的に美しさや新鮮さを訴求し、購買意欲を高める効果があります。

現代で洗練されたライフスタイルと共感を大切にする表現

自然や暮らしにやさしく配慮しながら、自分らしく心地よく過ごせる時間を過ごすことを提案できる表現が人気です。洗練されたデザインで上質な特別感を演出し、共感と信頼のあるライフスタイルを提案できます。

04 クラウドデザイン
A案：ミニマルで洗練
静かな高級感 × 科学的信頼 × やさしい洗練

Headline1 細めのサンセリフ体
「科学的な信頼感」+「モダン」な印象

Headline2 エレガントなセリフ体を補助的に
「クラシック × テンダー感」

カラーパレット

- 01 主色
- 02 副色
- 03 アクセント色
- 04 背景色
- 05 文字色
- 06 文字色
- 07 文字色
- 08 文字色
- 09 文字色
- 10 文字色

N9 Notaires Website

<http://n9notaires.fr/>

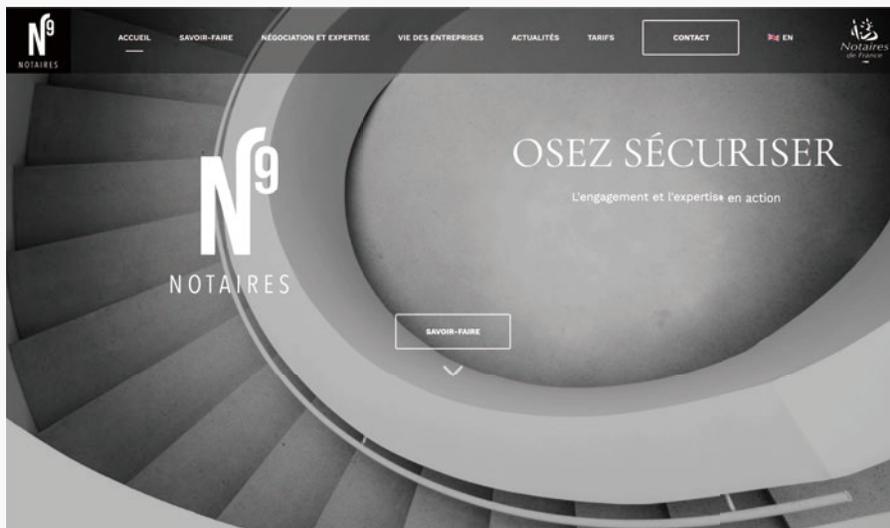
Client: N9 Notaires Web Developer: foreverbije Languages: English, French

Role: Website Design

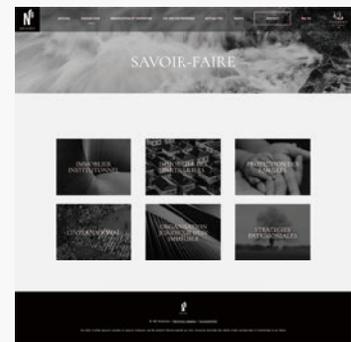
Redesign of the corporate website for N9 Notaires, based on the existing site and reorganised into seven main sections.

While the black-and-white identity was retained, the work focused on typography, layout and spacing to improve readability and give the site a more contemporary tone.

Project developed in collaboration with the foreverbije development team.



LES NOTAIRES



Le Pain de la Levée

Poster

Client: Le Pain de la Levée Context: Affichage pour La Cave du Théâtre

Role: Poster Design

Design of a poster announcing the availability of Le Pain de la Levée bread at La Cave du Théâtre. Displayed at the point of sale, the poster was created within an existing graphic framework, using imposed typography and logo, while ensuring clear communication and strong visibility.



Le Yoga Des Panthères

Photography & Flyer

<https://www.yogapanthere.com/>

Client: Le Yoga Des Panthères

Role: Photography / Flyer Design

Photography and flyer design for yoga classes by Le Yoga Des Panthères.

The visual approach aims for balance, avoiding overly spiritual or overly athletic references, to present yoga as an accessible and welcoming practice through a contemporary and calm visual language.

Cours de
YOGA à Tours
cours collectifs & individuels / cours en entreprise

*Le Yoga
des Panthères*

avec

Laïla Farah
Professeure de yoga certifiée

f @ @leyogadespantheres • 06 48 16 51 33 • leyogadespantheres@gmail.com

PRATIQUES DOUCES / DYNAMIQUES TOUS NIVEAUX

9h45 - 9h45 Hatha doux pré-postnatal Rue Colbert	10h - 11h pré-postnatal	12h15 - 13h15 vinyasa Espace Yoga Shala	14h40 - 15h30 prénatal Iris Centre Bien-être
		12h30 - 13h30 vinyasa Rue Colbert	17h - 18h prénatal Espace Yoga Shala
			18h30 - 19h45 vinyasa Espace Yoga Shala
	9h30 - 12h ateliers thématiques 1 / mois Tours + Métropole		18h30 - 19h45 yin yoga 2 samedis/mois Espace Yoga Shala

individuels à domicile, cours en entreprise toute la semaine. Me contacter

tarif / unité 18€
cours 75€ (valable 3 mois)
cours 140€ (valable 5 mois)
abonnement trimestriel 155€
abonnement annuel 420€
tarif individuel 50€ ~

10% : étudiant.e.s, revenus modestes, etc.
tarif

PROFESSEURE

Laïla Farah

CERTIFICATIONS
Vinyasa yoga • Hatha yoga • Yin Yoga
Yoga pré/post natal méthode De Gasquet®

Renseignements _____

f @ @leyogadespantheres • 06 48 16 51 33 • leyogadespantheres@gmail.com

TOKYO BOOM

Spatial Design & Illustration

Client: TOKYO BOOM

Role: Spatial Design / Illustration

Visual concept and interior design for TOKYO BOOM, a vegan, queer-friendly Japanese fast-food restaurant in Vienna.

The project uses a bold, colourful and playful graphic language inspired by Japanese pop culture, combining illustration and spatial design to create an immersive, joyful and instantly recognisable environment.



TOPHY

Packaging

<https://www.dgsphytreat.com/>

Client : TOPHY by Dgs.Phytreat

Rôle : Packaging Design

Design of multiple packaging lines for TOPHY, a Tokyo-based brand combining the ideas of HITO (human) and PHYTO (plant).

The work includes a pop and approachable series of herbal tea sachets, alongside more restrained packaging for essential oils and botanical teas, reflecting quality, clarity and visual coherence across the range.



【TOPHY Infusette herb-ty】 - Herbal tea



【TOPHY huile essentielle】 - Essential oil



【TOPHY tisane】 - Herbal tea

CHOA gimbap Kyoto

Logo

https://www.instagram.com/choa_gimbap_kyoto/

Client: CHOA gimbap

Role: Logo design

Logo design for a takeaway specialising in gimbap and Korean soups, located in Kyoto.
The identity was designed to feel warm and approachable, while fitting naturally into the Japanese urban context.



チョア キンパ キョウト



Initial explorations for the visual identity

Chez Marie-Louise

Logo

https://www.instagram.com/chez_marielouise/

Client: Chez Marie-Louise

Role: Logo design

Logo design for Chez Marie-Louise, a cultural café and concept store based in Luyes (37), conceived as a meeting place for the local community.

The visual identity pays tribute to Marie-Louise, a strong-minded and independent great-grandmother, through a simple, warm and distinctive mark.

Chez
Marie—
— Louise

CAFÉ CULTUREL & CONCEPT STORE



Chez
Marie-Louise
• café / salon de thé culturel •

Chez
Marie-Louise

Chez
Marie
—
Louise

Initial explorations for the visual identity

Chanoki Paris

Logo

<https://www.chanoki.fr/>

Client: Chanoki

Role: Logo design

Logo design for Chanoki Paris, a Paris-based brand dedicated to exceptional Japanese teas. Inspired by the word Chanoki (“tea plant” in Japanese), the identity reflects authenticity, a close relationship with Japanese producers, and a restrained, contemporary aesthetic suited to a European audience.



Initial explorations for the visual identity

BiscuitsOriz

Logo, Visuals & Photography

<https://biscuitsoriz.com/>

Client: BiscuitsOriz

Role: Logo design

Logo and visual design for BiscuitsOriz, a biscuit brand founded in 2016 in the Touraine region. The identity highlights gluten-free rice-flour biscuits while incorporating a subtle Japanese sensibility linked to the pastry chef's background.



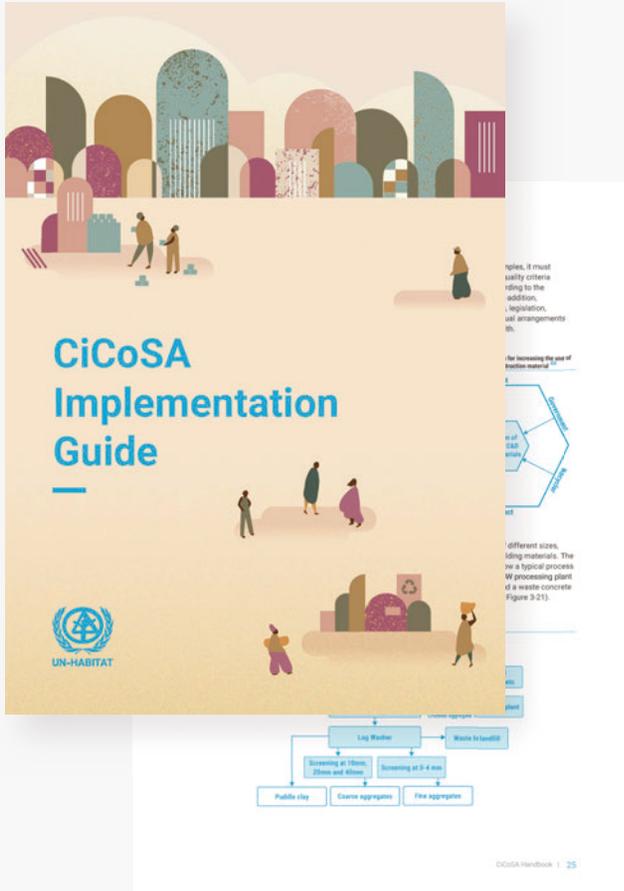
-BISCUITS O RIZ-



Initial explorations for the visual identity

Other Print & Editorial

A selection of graphic design projects focused on print. Each piece responds to its specific context and audience, with a consistent emphasis on clarity and visual balance.



【UN-habitat】- CiCoSA Implementation Guide



【Stand 17】- Card



【Stand 17】- Card



【Case.】- Restaurant : Illustrations pour la carte de menu

Portrait Photography

Selection of portrait photography created in various settings, focusing on expression, personality and balanced composition.



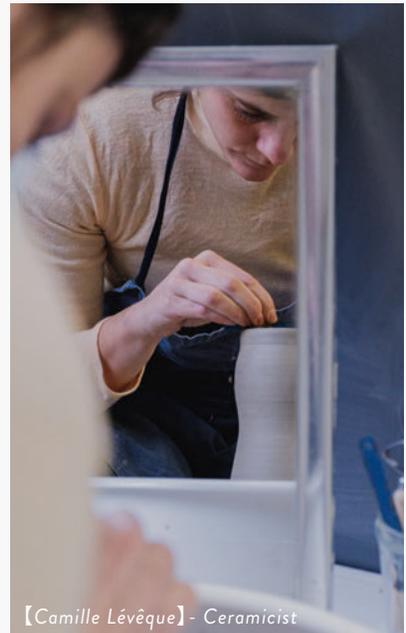
[Camille Chaleil] - Ceramicist



[Noémie Gosset] - Shiatsu therapist



[Jeremiah Oudin] - Jeweler



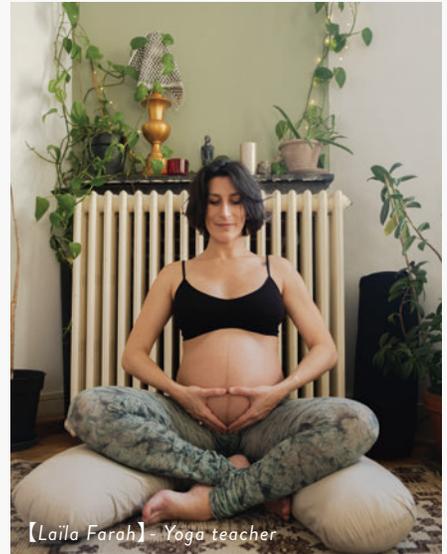
[Camille Lévêque] - Ceramicist

Portrait

Photography



【Rodolphe & Mélanie】- Restaurant



【Laïla Farah】- Yoga teacher



【Kaori Gallon】- Herbalist



【Blue & Leon】- Baby and Dog



【Camille Chaleil & Stand17】- Ceramicist & Floral Art



【Miya Tokita】- Esthetician

Product Photography

Product photography highlighting form, texture and detail, with careful attention to each object's visual identity and overall atmosphere.



【Marine Aiello】 - Ceramic



【Case.】 - Restaurant



【Camille Chaleil】 - Ceramic



【Stand17】 - Ceramic

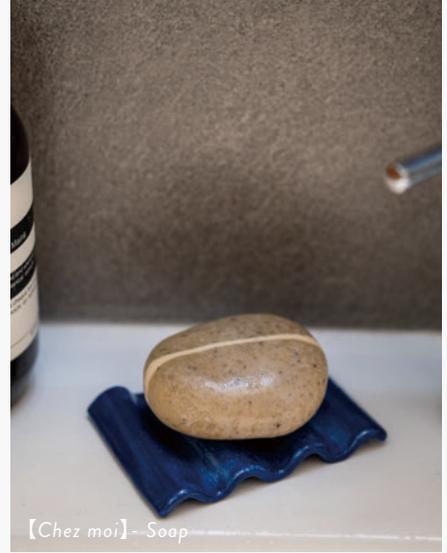


【Mimiko】 - Room fragrance

Product Photography



【Marina Aiello】- Ceramics Exhibition



【Chez moi】- Soap



【Yoisho!】- Taiyaki



【Kenzo】- Brocante



【TOPHY Infusette herb-ty】- Herbal tea



【Zakuro kou】- Incense