

2026

AK

GRAPHIC DESIGN
PORTFOLIO

A Y U M I K O D A T O

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GRAPHIC
PORTFOLIO

DESIGN

AK



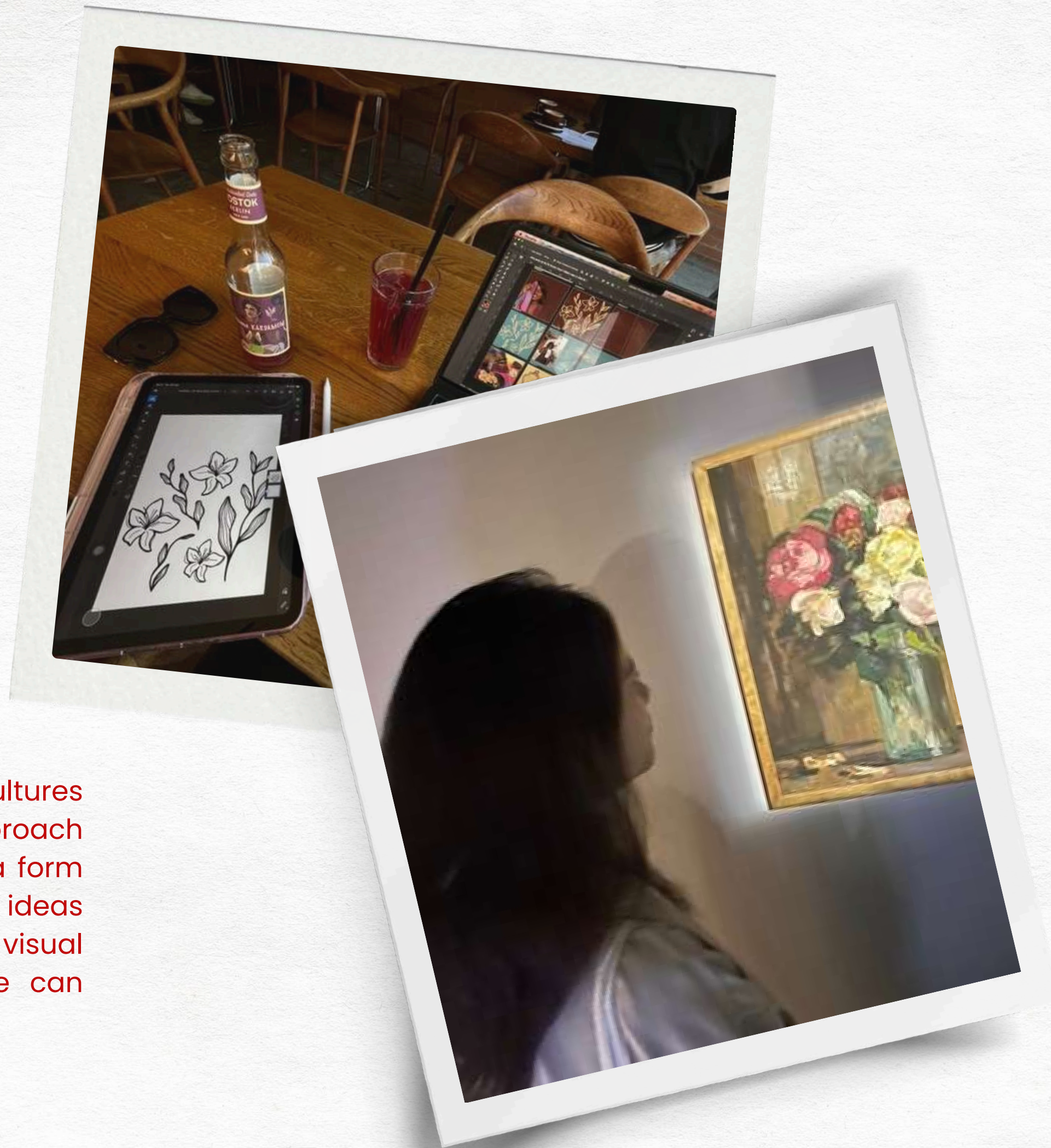
I'm a self-taught graphic designer based in **Biel/Bienne, Switzerland**, with a background that spans four countries - Brazil, Japan, Germany, and Switzerland. I work across brand identity, visual identity systems, typography, illustration, and print design, with a focus on projects that carry concept, personality, and cultural depth.

HELLO
THERE
I'M AYUMI

GRAPHIC
PORTFOLIO

DESIGN

AK



Growing up between cultures shaped the way I approach design: I think of it as a form of translation; turning ideas and identities into visual languages that people can genuinely connect with.

My work tends to mix rigorous craft with a more hands-on, expressive approach, whether that means developing a full brand system or building a typeface from fingerprints.

AK

EDUCATION

ZHDK - 2026

I've been accepted to the Propädeutikum at ZHdK (Zurich University of the Arts), starting August 2026, as a step toward a degree in Design and Visual Communication.

BACHELOR'S DEGREE 2021 - 2022

Linguistics: Portuguese and German - *Universidade Federal Fluminense, Brazil*

INTERNSHIP IN FIOTEC 2022 - 2023

Report writing, working with MS Office, structured organization of content



**GRAPHIC
PORTFOLIO** **DESIGN**

MY SKILLS

DESIGN

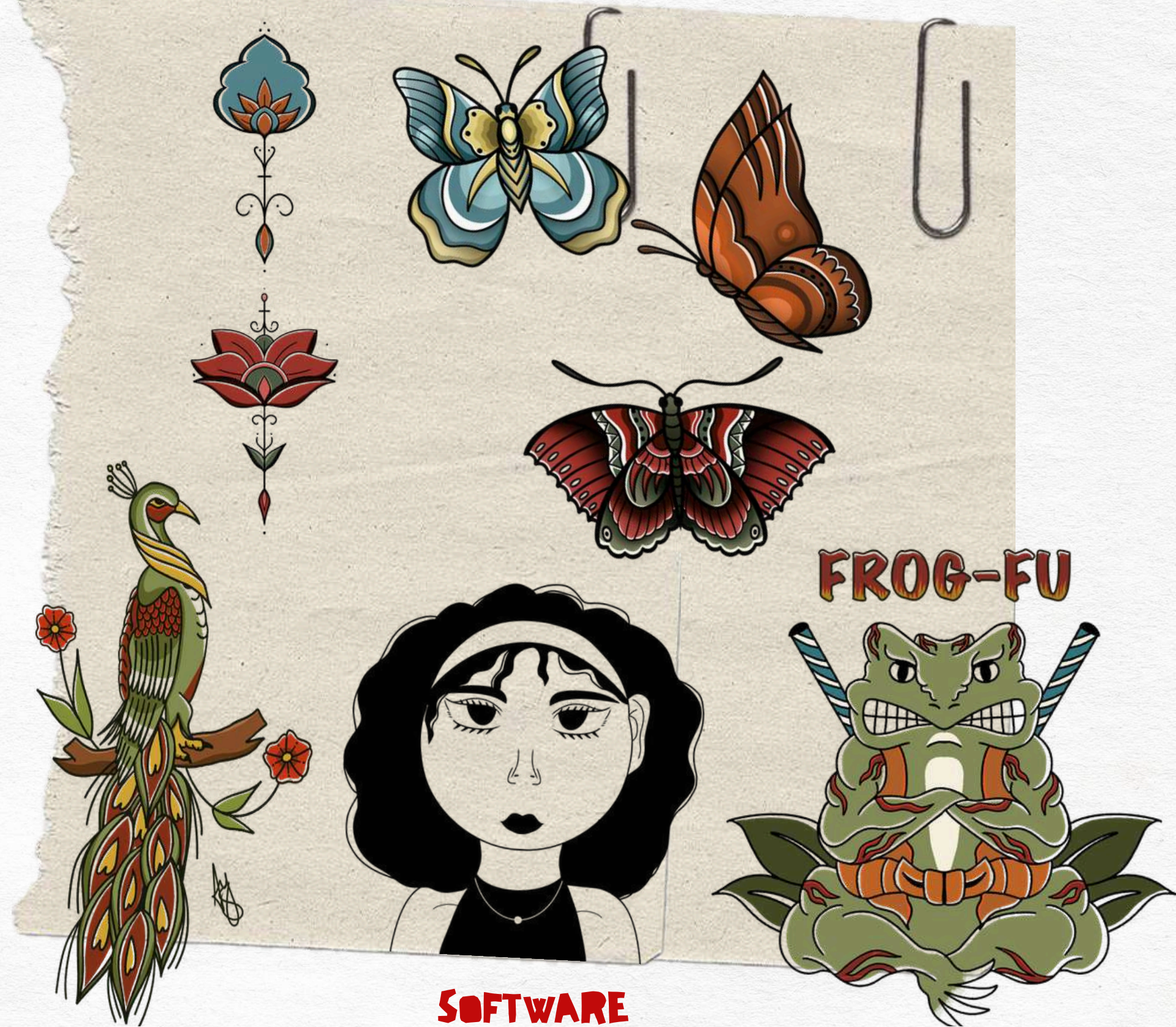
Brand Identity · Visual Identity Systems ·
Logo Design · Typography · Type Design ·
Editorial Design · Print Design · Packaging
Design · Illustration · Social Media Design ·
Art Direction · Mixed Media

LANGUAGES

Portuguese (native) · English
(fluent) · German (B2)

SOFTWARE

Adobe Photoshop · Adobe
Illustrator · Procreate · Figma
Canva





PROJECT 1

BRAZILIAN FOLKLORE: ILLUSTRATED CARD DECK

A complete illustrated card deck based on Brazilian folklore, taken from concept to professionally printed and packaged product. Every element – illustration, typography, layout, and packaging – was developed as a cohesive system. The final result is a retail-ready product, physically produced and available for sale.

TOOLS & DELIVERABLES

Concept development and art direction · Full card illustration set · Typography and layout design · Box and packaging design · Print production coordination

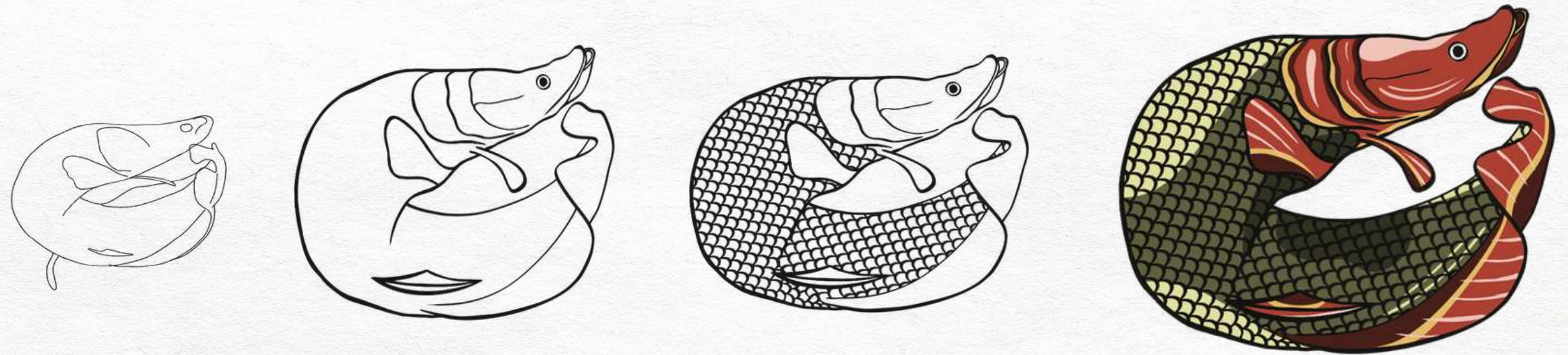
Adobe Illustrator · Adobe Photoshop · Procreate

CARDS ILLUSTRATIONS



PROCESS

My experience drawing tattoo flashes influenced the development of the deck's visual language, particularly in the use of simplified forms, bold contours and symbolic imagery.

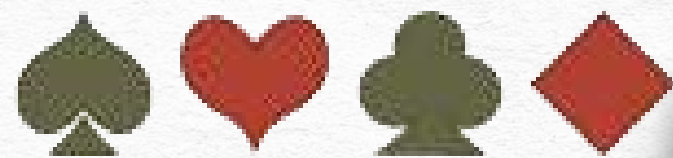


SKETCHES

PROJECT 01

2 3 4 5 6 7 8 9 10
2 3 4 5 6 7 8 9 10

J Q K A
J Q K A



J J
O K
K E
R R



TYPOGRAPHY

The typography was created using the **Didot font**, with some individual modifications to better fit the organic, strong and classic concept of the deck.

The suit icons were made to add fluidity and balance the strongness of the illustrations.

PROJECT 2

GRAIN & BOHNE – COFFEE SHOP BRAND IDENTITY

Brand identity for a fictional coffee shop rooted in the bilingual culture of my city Biel/Bienne, Switzerland. The brand name itself; combining the French word for grain with the German word for bean - anchors the entire concept: a young, welcoming identity that treats cultural duality not as a tension, but as character.



PROJECT 02

Café Noir

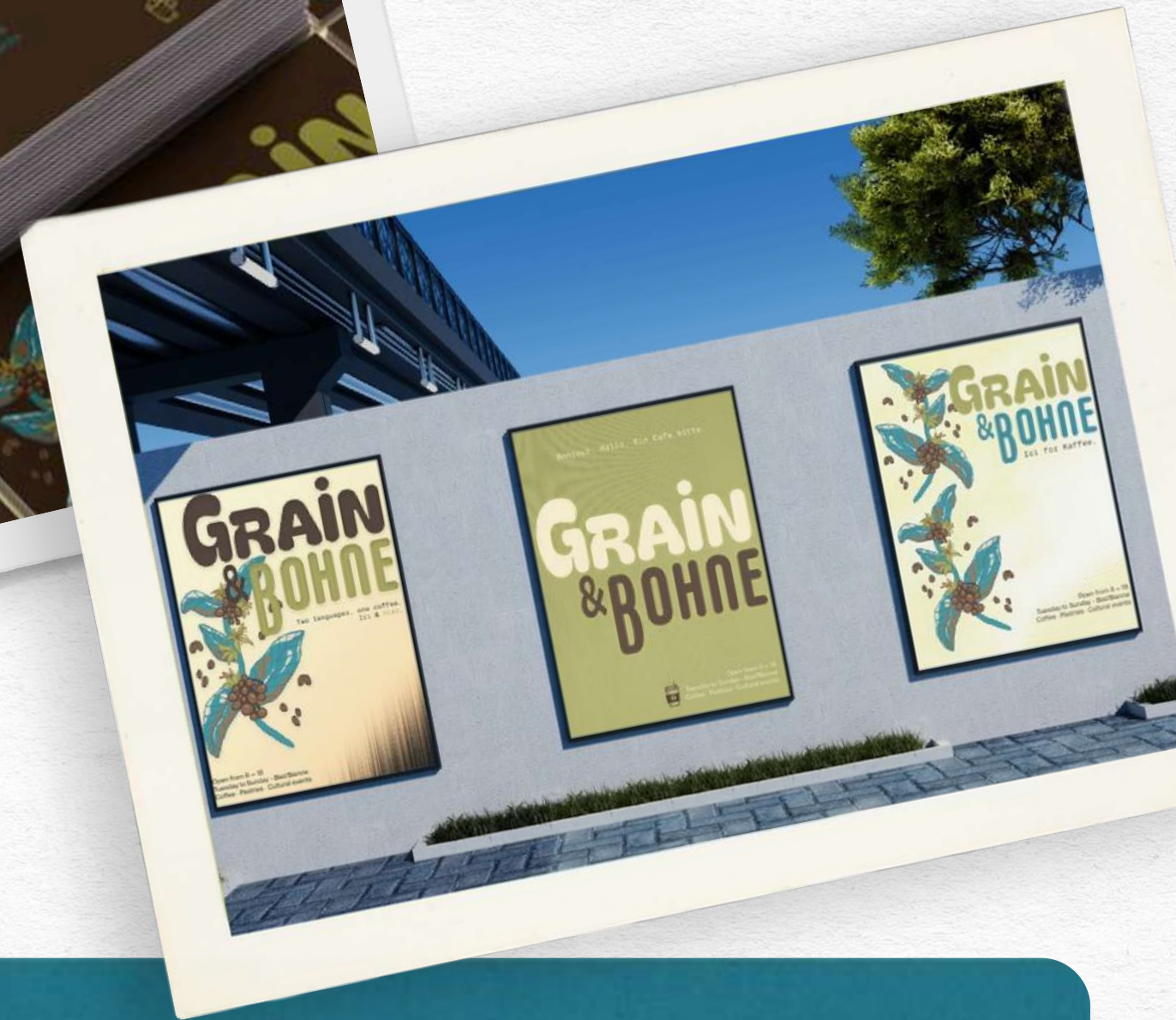
Biel Bleu

Feuille Grün

Milch Douce

Dunkle Bohne

Kaffee Torréfiée



TOOLS & DELIVERABLES

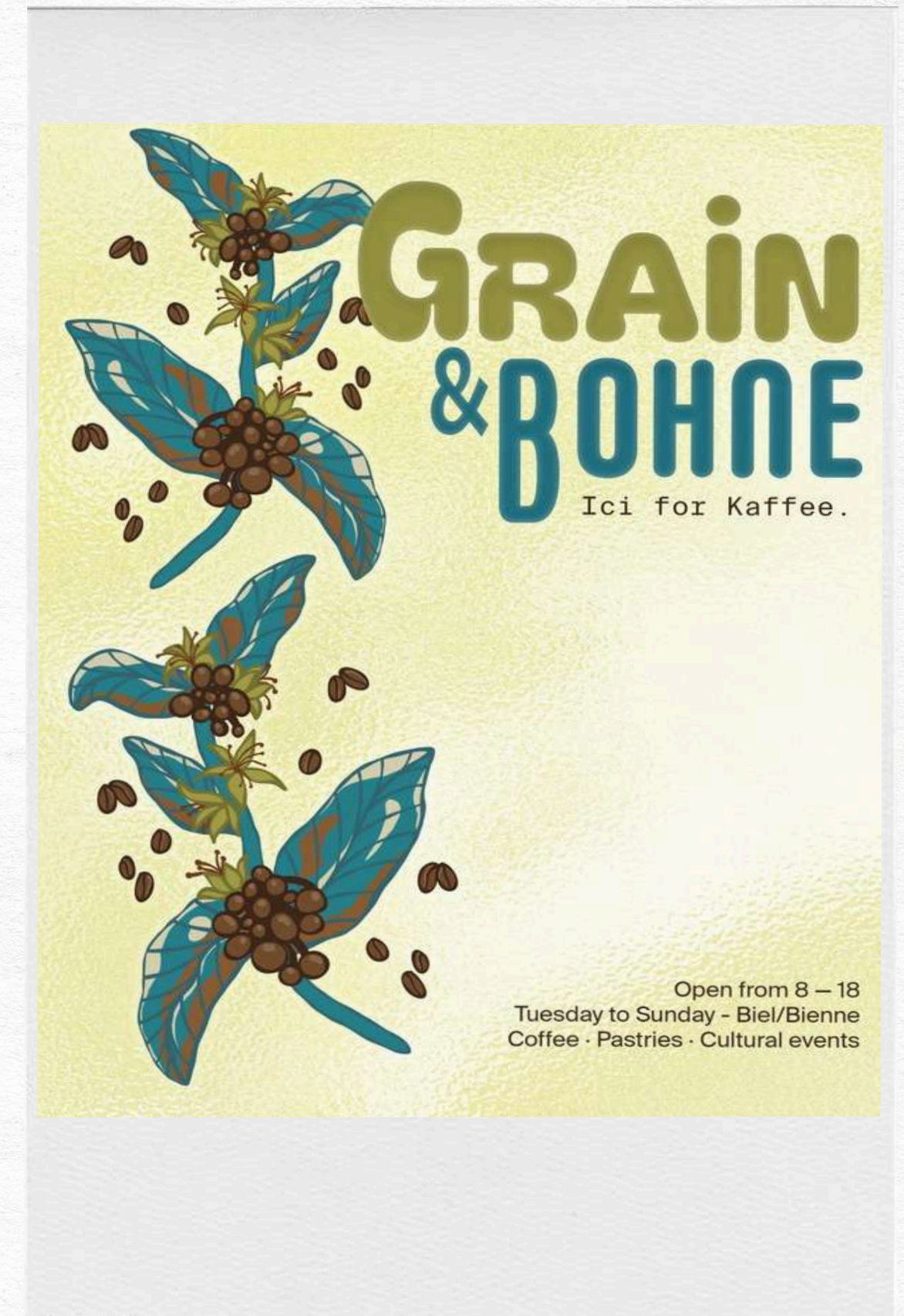
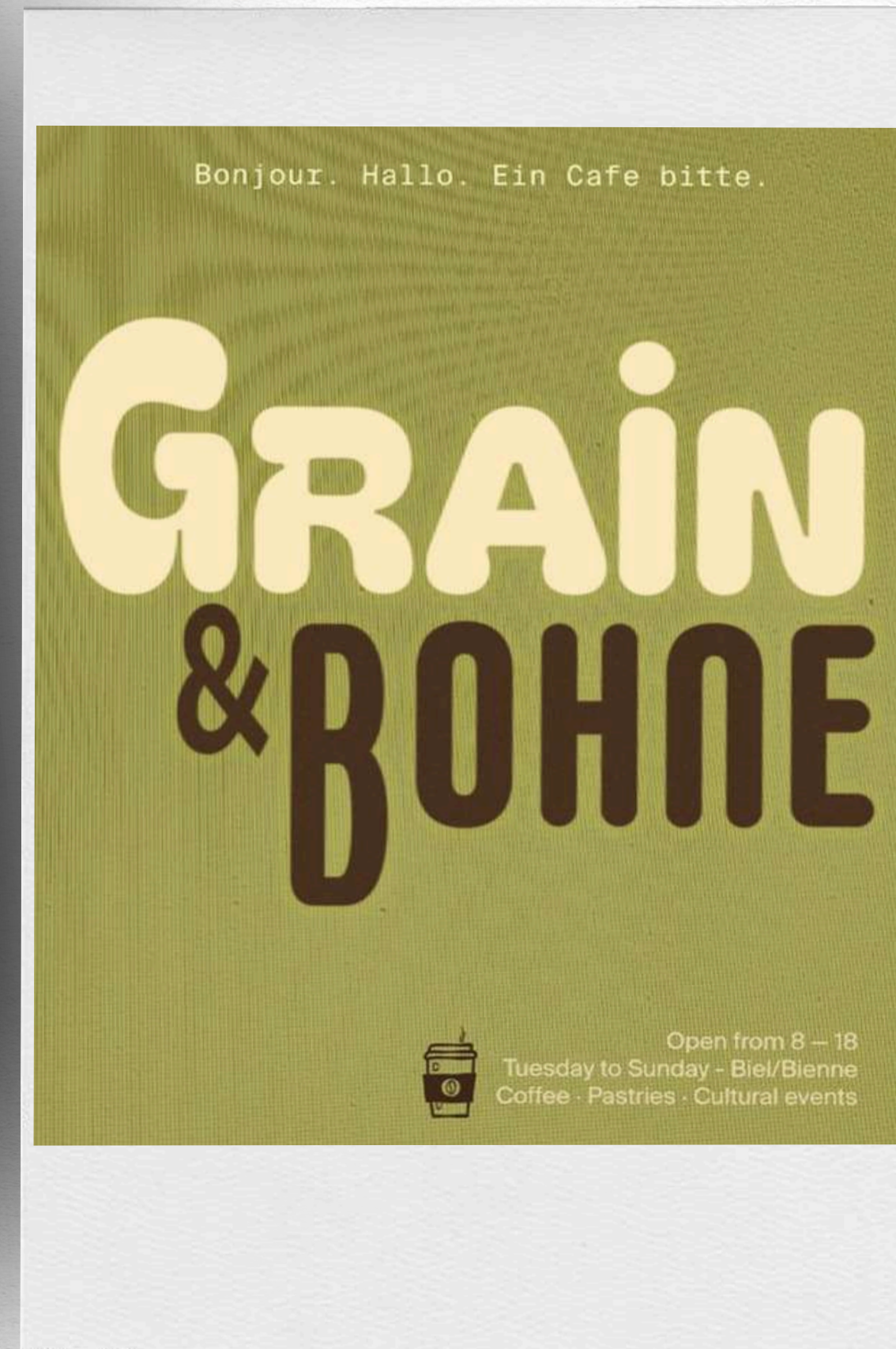
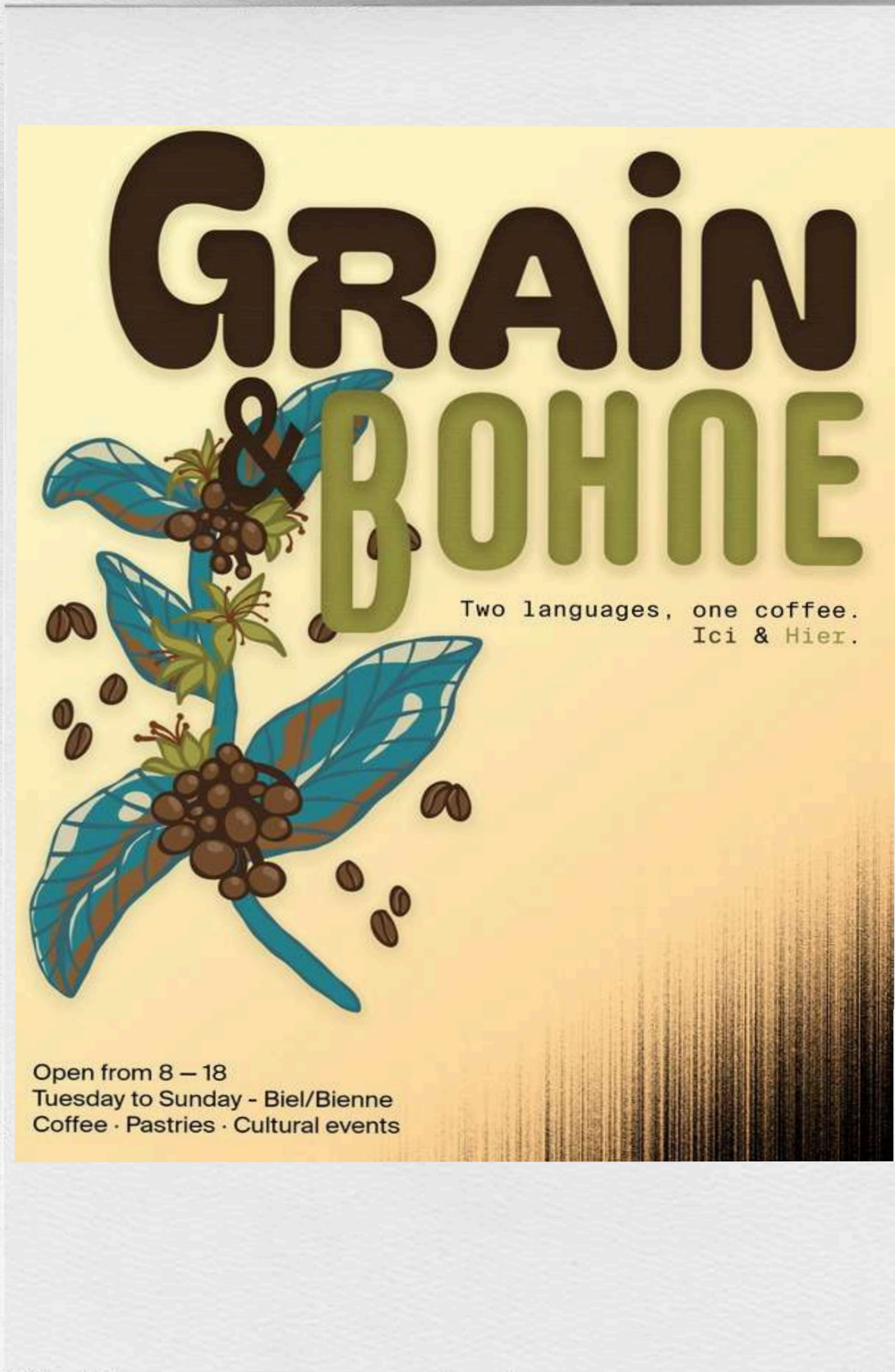
Brand concept and naming rationale · Logo design and visual identity system · Color palette, typography, and illustration · Poster design · In-store application mockups

Adobe Illustrator · Adobe Photoshop · Procreate



POSTERS

PROJECT 02





PROJECT 3

AUPINARD - ALBUM VISUAL IDENTITY

A comprehensive visual identity system for a fictional album release by singer Aupinard. The concept blends soft indie aesthetics with warm bossa nova influences, using an earthy color palette, expressive typography, and fluid line illustrations to build a consistent, nostalgic visual language across every touchpoint.

Pluie,

Montagnes

et soleil

Aupinard





Chansons

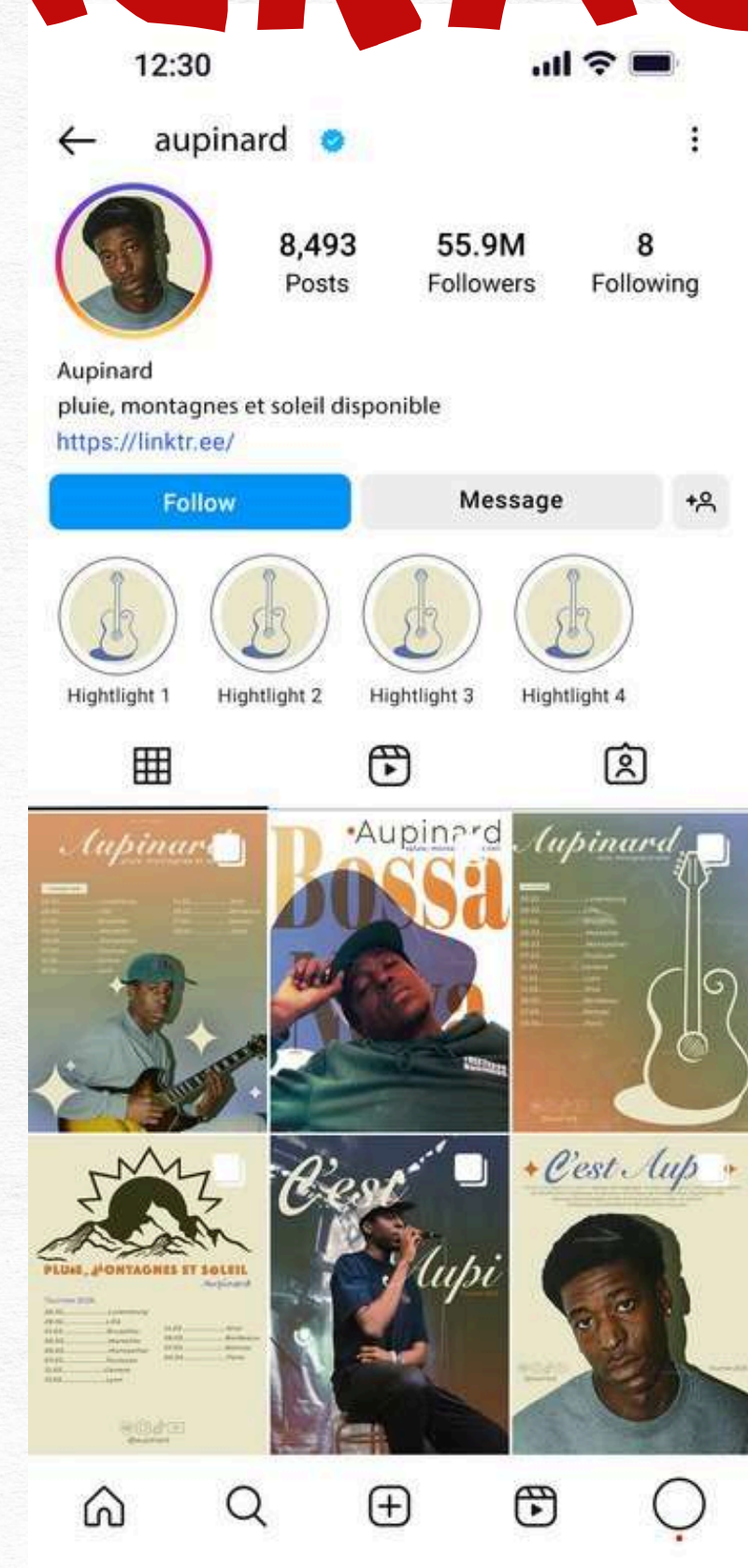
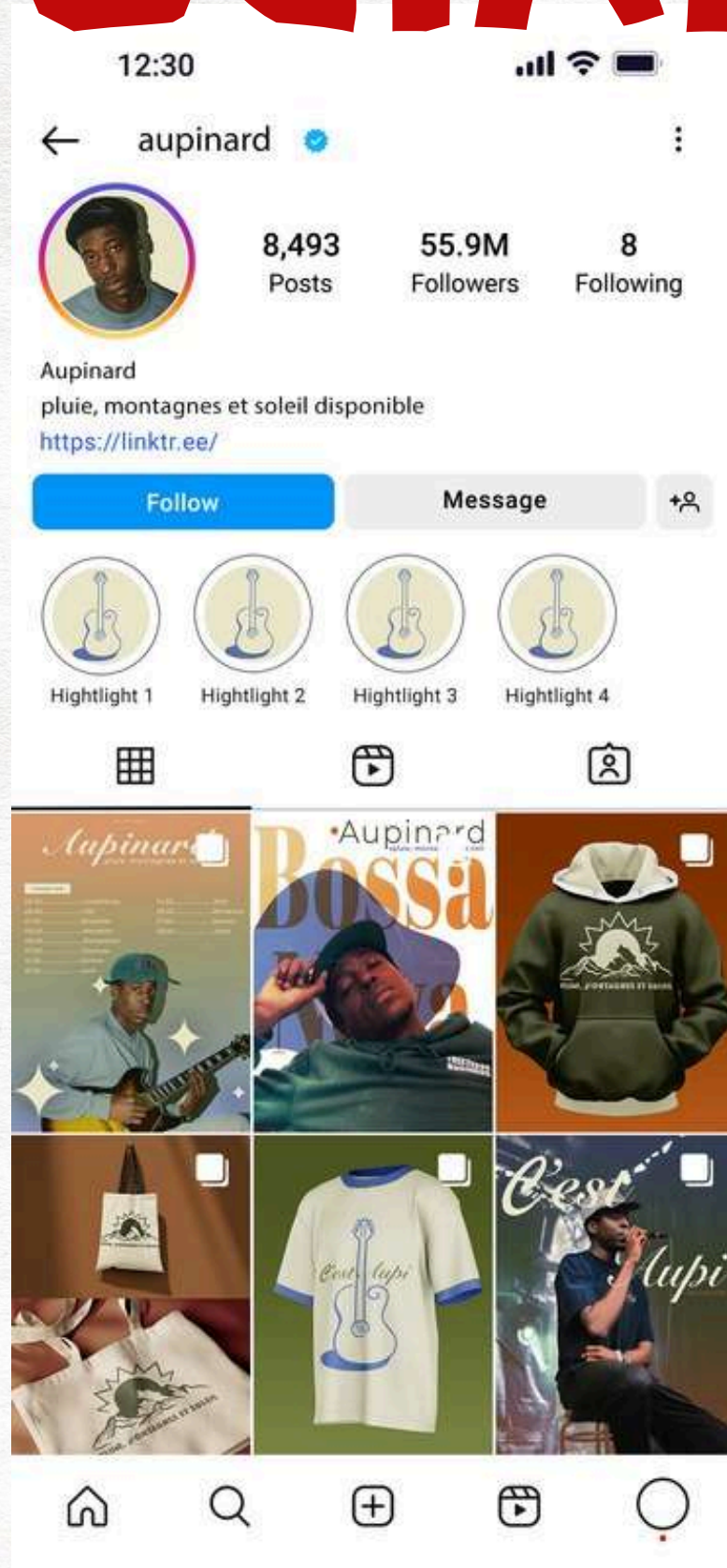
1. après le beau temps,
2. le feu.
3. si belle dans l'appareil
4. les rêves sont dangereux
5. toutes les fleurs

6. esquisse
7. un jour ou l'autre
8. penelope
9. hauts talons rouges
(Ft. Ismatricule)
10. je t'ai regardé partir

Bossa nova



SOCIAL MEDIA PACKAGE



POSTERS

PROJECT 03

ILLUSTRATION PRESENTE

Aupinard

pluie, montagnes et soleil


TOURNEE 2026

26.02.....Luxemburg	14.03.....Nice
28.02.....Lille	26.03.....Bordeaux
01.03.....Bruxelles	27.03.....Rennes
05.03.....Marseille	03.04.....Paris
06.03.....Montpellier	
07.03.....Toulouse	
12.03.....Genève	
13.03.....Lyon	



C'est Aupi

Tournee 2026



@aupinard



PLUË, MONTAGNES ET SÛLEIL

Aupinard

Tournee 2026

26.02.....Luxemburg	14.03.....Nice
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01.03.....Bruxelles	27.03.....Rennes
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07.03.....Toulouse	
12.03.....Geneve	
13.03.....Lyon	

@aupinard

PROJECT 03



Graphic
Symbols

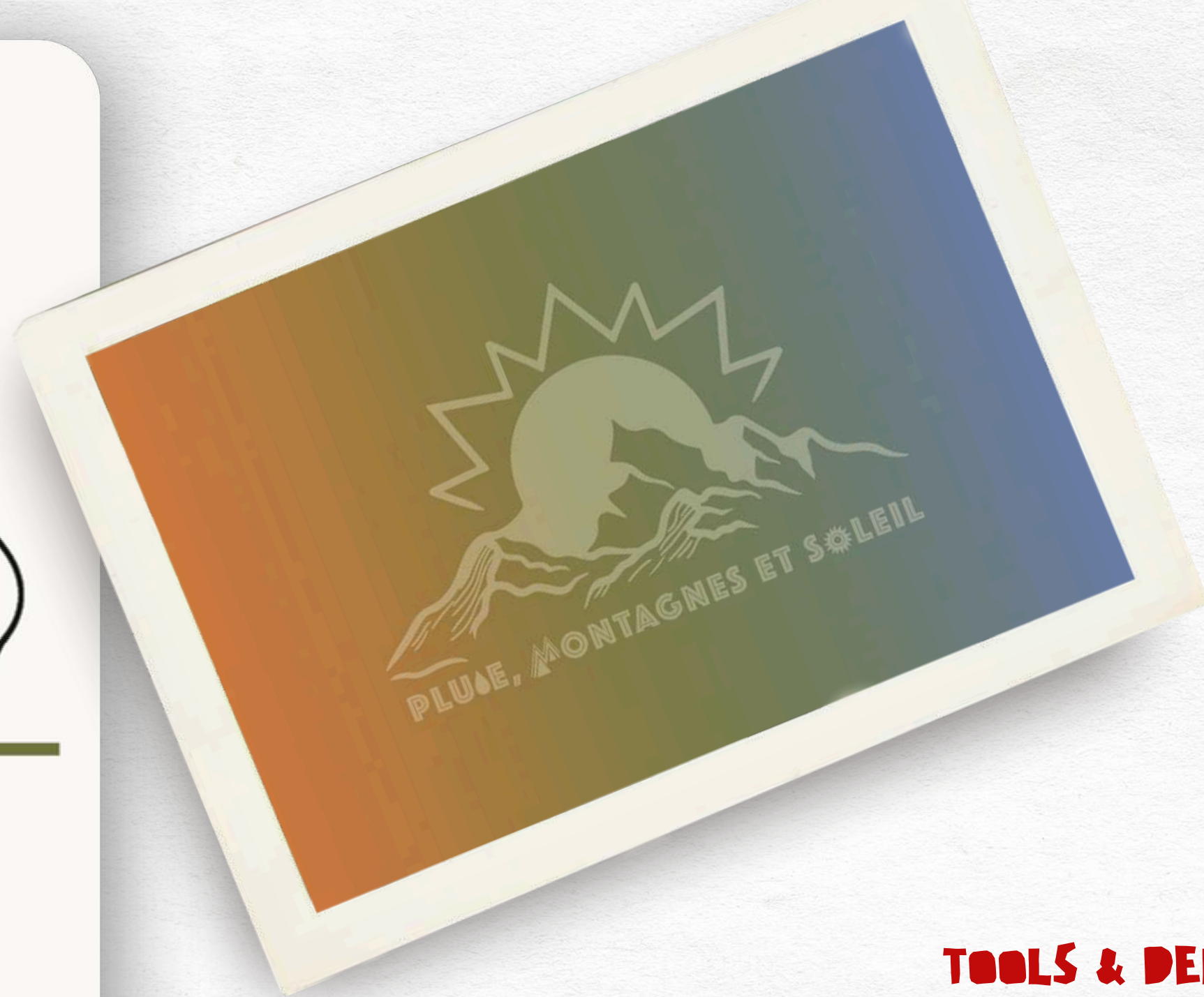
Typography
attempts

**Bossa
nova**
Chansons

Aupinard
Aupinard
Aupinard

Aupinard
Aupinard
Aupinard

pluie, montagnes et soleil
pluie, montagnes et soleil
Pluie, montagnes et soleil
PLUË, MONTAGNES ET SOLEIL



TOOLS & DELIVERABLES

Visual identity system and art direction · Album cover and packaging design · Social media asset kit (Instagram feed, story highlights, tour announcements) · Merchandise design (tote bags, apparel) · Ticket design

Adobe Illustrator · Adobe Photoshop · Procreate

PROJECT 4



*Aline
Farias*

ALINE FARIAS – BRAND IDENTITY

A visual identity developed for Aline Farias, a personal stylist. The project involved translating the client's professional positioning and aesthetic into a cohesive brand system built to work across digital and physical touchpoints; from logo to application across communications.

PROJECT 04



This project focuses on empower people to embrace who they truly are, breaking free from societal standards and stereotypes. More than image consulting, it aims to position itself as a form of life guidance-entered on authenticity, freedom, and self-expression, while maintaining a light and fluid feel.

The target audience includes men and women aged 25+, with a strong connection to the evangelical community. Visually, the brand should use bold yet refined colors, with a palette centered on wine pink, brown, and blue.

The communication style should be casual yet professional and modern. In the short term, the goal is to build a clear and authentic identity.



Mulheres se vestem todos os dias.
mas nem sempre se reconhecem no espe

TOOLS & DELIVERABLES

Logo design and brand mark · Color palette and typography system · Brand identity guidelines · Digital and print applications

Adobe Illustrator · Adobe Photoshop · Procreate



Método 3P

- ✓ Propósito
- ✓ Processo
- ✓ Posicionamento

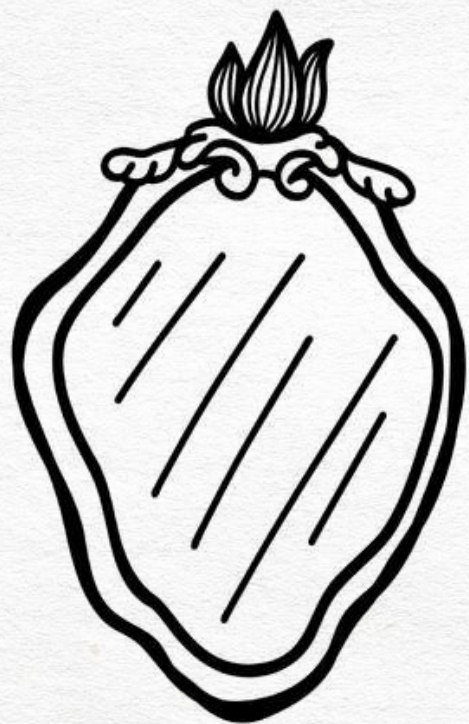
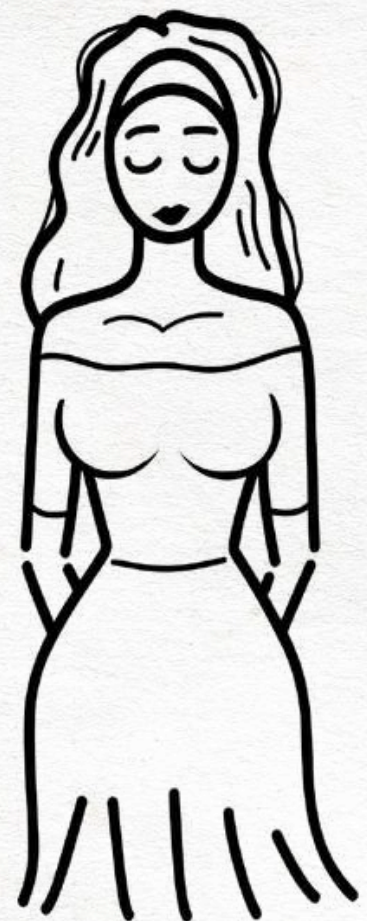


Consultora de imagem, estilo e personal stylist



ILLUSTRATIONS

LOGO & TYPOGRAPHY



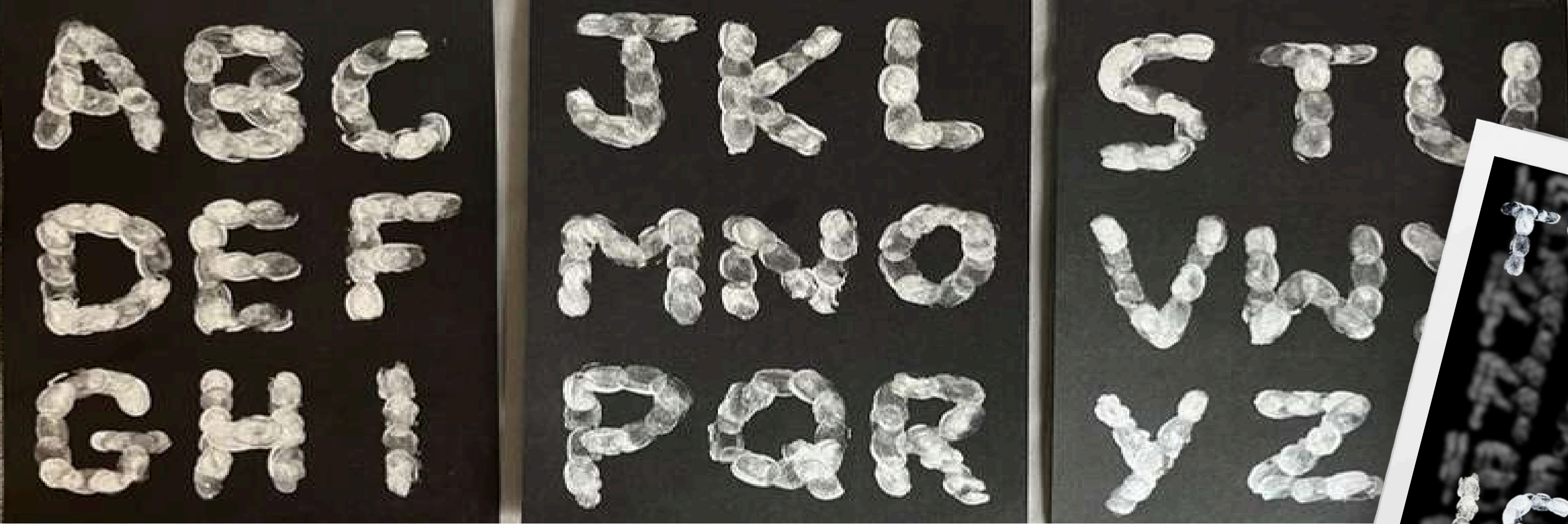
Aline Farias



*Aline
Farias*

Metodo 3P

Proposito Processo Posicionamento



PROJECT 5

TYPOGRAPHY IS TRACE - FINGERPRINT ALPHABET

An experimental typography project in which each letterform was built from fingerprint traces; organic marks left by the human fingertip, scanned and assembled into a complete typographic system. The result is an alphabet that literally carries the texture of the human body. The project culminates in the poster *Typography is Trace*.

PROJECT 05

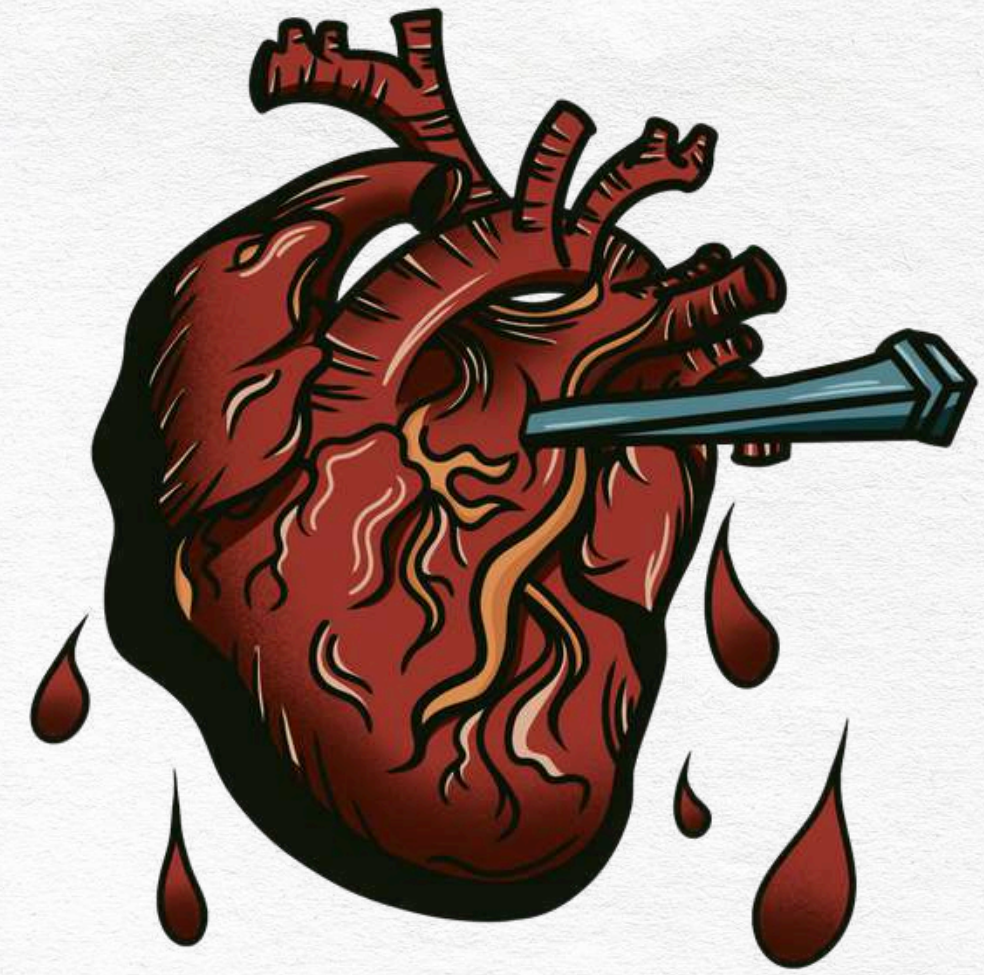


TOOLS & DELIVERABLES

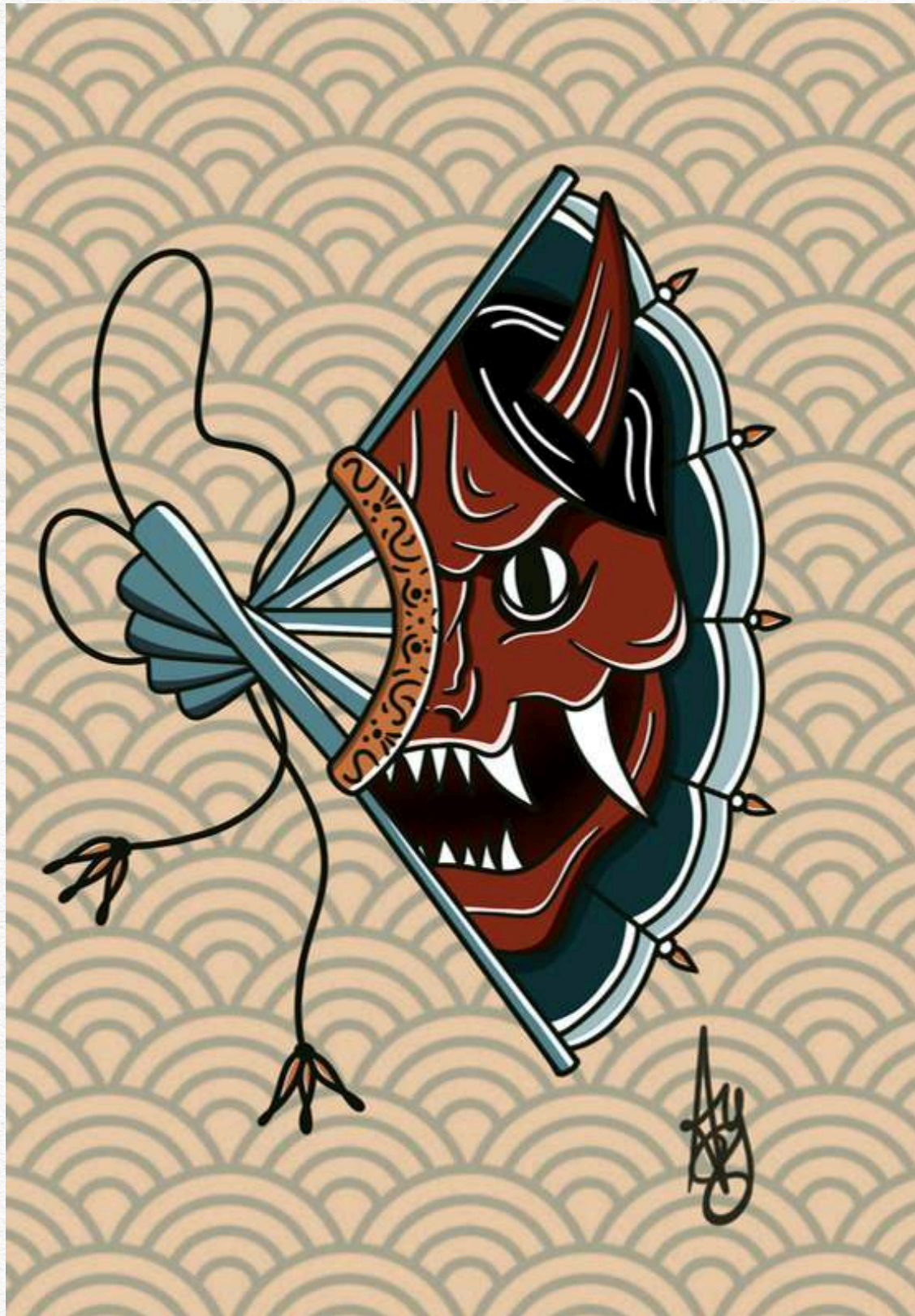
Concept development and typographic research · Physical trace collection and digitization · Full alphabet design · Poster design and composition

Adobe Photoshop · Adobe Illustrator

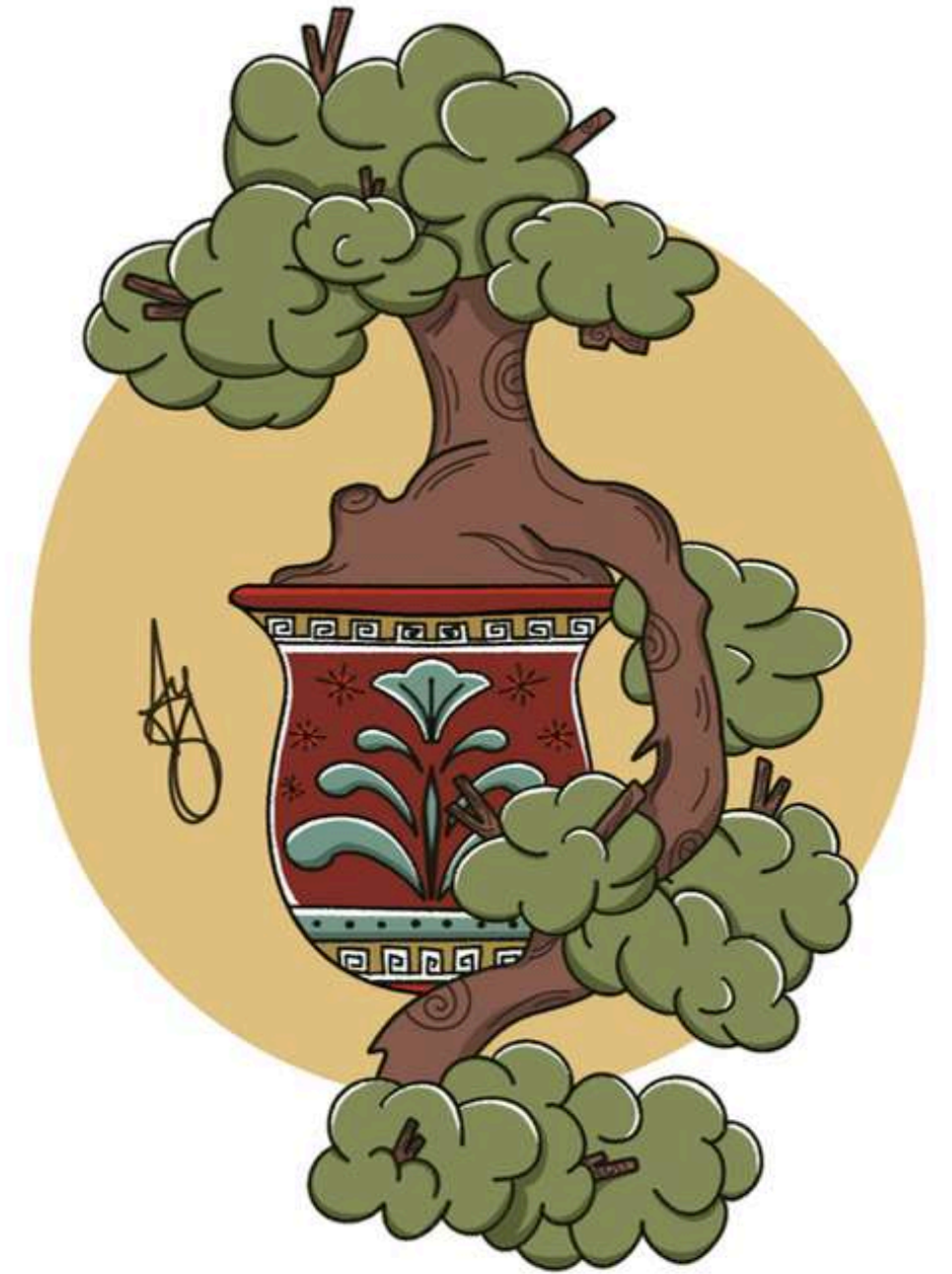
ILLUSTRATIONS



ILLUSTRATIONS



ILLUSTRATIONS



**LETS WORK
TOGETHER :]**

Graphic Designer in Biel/Bienne,
Switzerland · Open to remote work

Check my oder platforms so you
can see more of my work!

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