



**Karla Engdahl Designs**  
Resume & Folio



**I am a Tokyo-based Graphic Designer from Melbourne, Australia. In 2017, I graduated from Monash University with a Bachelor of Communication Design and immediately went on to work both freelance and in-house.**

**I strive to always think beyond the deadline and consider the broader scope. I believe that change is the only constant, but timelessness is the ultimate goal.**

**About  
Karla**



## Skills

**Illustration**  
**Video Editing**  
**Motion FX**  
**Layout**  
**SNS Content**  
**Logo Design**  
**Branding**  
**UI Design**



### Hashi Media

**Art Director , Full Time // Tokyo, Japan**  
**August, 2022 - Present.**

Instrumental in developing design workflow procedures, establishing output quality control and delivering stand-out solutions for clients such as Alibaba, EPOS, HyperX, Village House and Sunny Fruit. As a small yet fast growing start-up, Hashi Media was looking for someone to take the creative reigns and level-up the output to ensure this digital marketing agency stood out from the rest. I was initially engaged on a freelance basis to help secure a contract with their now biggest client, Alibaba, and have gone on to grow the creative side of the business both internally and externally.

#### HIGHLIGHT

##### **Tokyo Beat branding & ID**

Looking to expand the services provided by Hashi Media, Tokyo Beat emerged as an influencer management arm. In consultation with Hashi's CEO, we quickly developed a logo and identity for Tokyo Beat that has become a proven talking point and helped land the brand as a legitimate and trustworthy service.

### Shiitake Creative

**Art Director, Full Time // Tokyo, Japan**  
**January, 2022 - August, 2022.**

Working with a variety of clients from local government tourism boards to gaming hardware companies. Largely responsible for designing website mockups, ads and social media graphics.

#### HIGHLIGHT

##### **Japan Travel Awards 2022**

Shortly after starting at Shiitake Creative, I project and event managed their inaugural Japan Travel Awards Ceremony which was held online due the pandemic. An on-brand and animated PowerPoint Presentation was broadcast via a Zoom Webinar with over 60 concurrent viewers.

# Resume Work



**Software**

**Illustrator  
Photoshop  
InDesign  
AfterEffects  
XD  
Procreate  
Premiere  
Studio  
Wix**



## **GPlusMedia**

**Graphic Designer , Full Time // Tokyo, Japan  
December, 2019 - January, 2022.**

Responsible for all illustrations and motion graphics to accompany articles and social media content across the GPlus Media brands (GaijinPot, Saavy, RealEstate Japan and Japan Today). Also heavily involved in content ideation, creation and scheduling for the GaijinPot Instagram and Facebook accounts including the rollout of categorized highlights featuring study, travel and cultural stories.

Other achievements include being a written contributor to the GaijinPot Blog and the redesign of autumn and spring forecasting map on GaijinPot Travel.

HIGHLIGHT

### **GaijinPot Health Website**

In 2020, I was put in charge of updating health.gaijinpot.com. I identified problems with the existing site such as global search functionality and legibility. After several rounds of consultation with other departments, high-fidelity mockups were created and passed on to developers for implementation.

## **Karla Engdahl Designs**

**Graphic Designer, Freelance // Anywhere, Everywhere  
April, 2017 - Ongoing.**

Working with a variety of clients from the financial sector to the hospitality industry. Design projects have included large financial report publications, recipe cards and brochures for a pisco importer and website layout/UI design for an IT service provider.

HIGHLIGHT

### **Pause 4 Parkinson's Volunteer Work**

I approached the Shake It Up Australia Foundation in 2017 to offer my services as a volunteer Graphic Designer, helping with their annual fundraising campaign "Pause 4 Parkinson's". A new design for brochures, posters and promotional material were all provided.

**Resume  
Work**



# Qualifications

**Bachelor –  
Communication  
Design**

**Diploma –  
Live Production,  
Theatre &  
Events**



## **Bachelor of Communication Design**

**Monash University, Melbourne (Australia)**

**March, 2014 - Nov, 2017.**

Studies included:

Print Publishing Design  
Packaging Design  
Creative Coding (javascript)  
Illustration & Contemporary Illustration  
Traditional Media Drawing  
UX & UI  
Typography

## **Diploma of Live Production, Theatre and Events**

**Box Hill Institute of TAFE, Melbourne (Australia)**

**Feb, 2007 - Nov, 2008.**

Studies included:

Lighting Design  
Live Audio Mixing  
Risk Management  
Event Management  
Stage Management  
Equipment Maintenance



**Resume**  
**Education**



Karla Engdahl Designs / FOLIO



GPLUSMEDIA / ILLUSTRATION

## GaijinPot Facebook Cover Illustrations

Year  
**2021**

Tools  
**Procreate on iPad**

Inspired by the Ukiyo-e style, the scenes depict a diverse group of characters enjoying life in Japan using the services that GaijinPot has to offer, from job & apartment searching to language study.







HASHI MEDIA / ALIBABA CSR CAMPAIGN

# Alibaba Supporting Tokyo Hands

Year  
**2023**

Tools  
**Adobe After Effects & Illustrator**

Every year, Alibaba commits to a CSR campaign and coordinates with Hashi Media to create a social media presence documenting the efforts. In 2023, I created a series themed around papercraft to compliment HandsOn Tokyo's focus of working with disadvantaged children and teens.

Open with Acrobat to view embedded video







GPLUSMEDIA / ILLUSTRATION

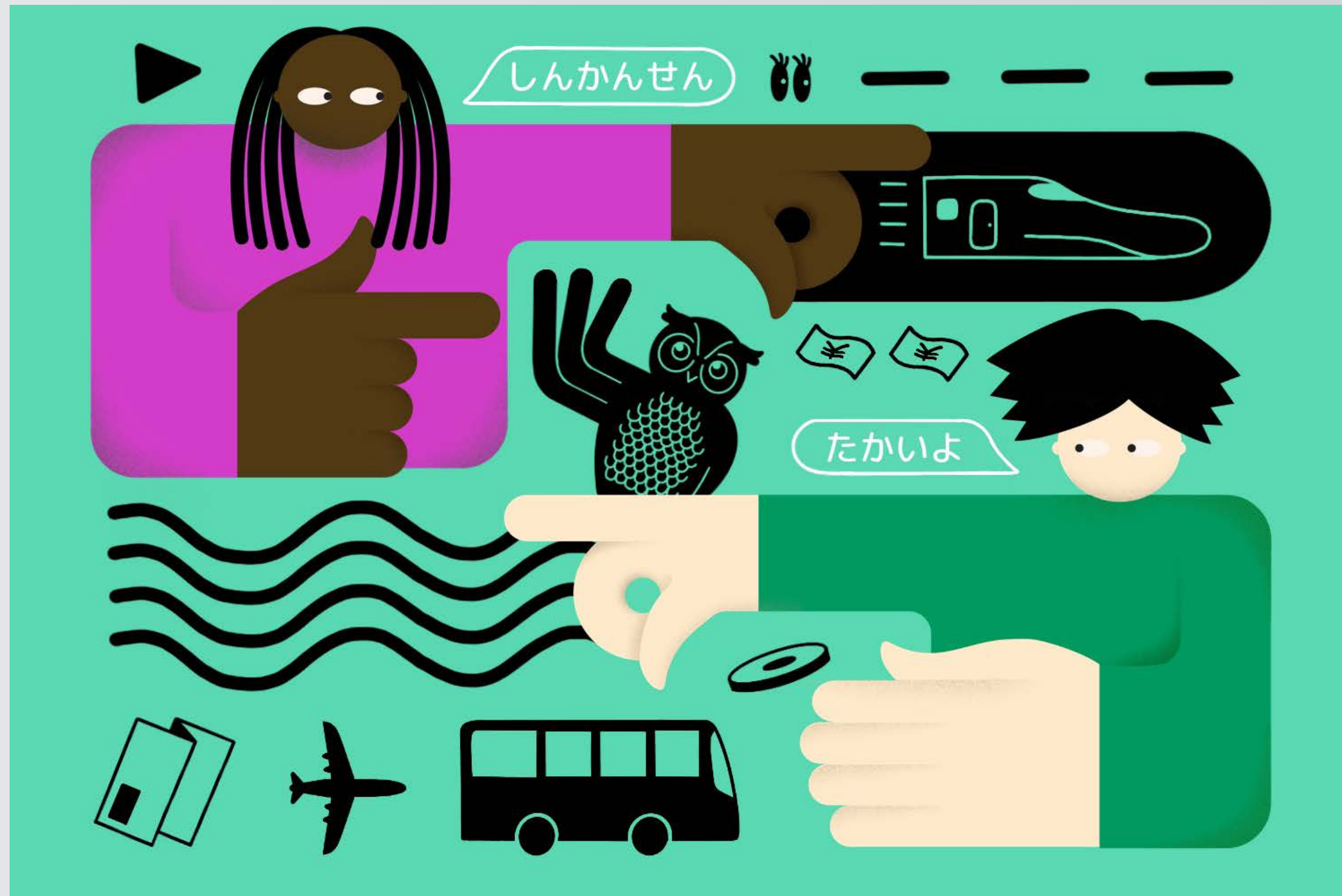
# GaijinPot Study Conversation Series

Year  
**2021**

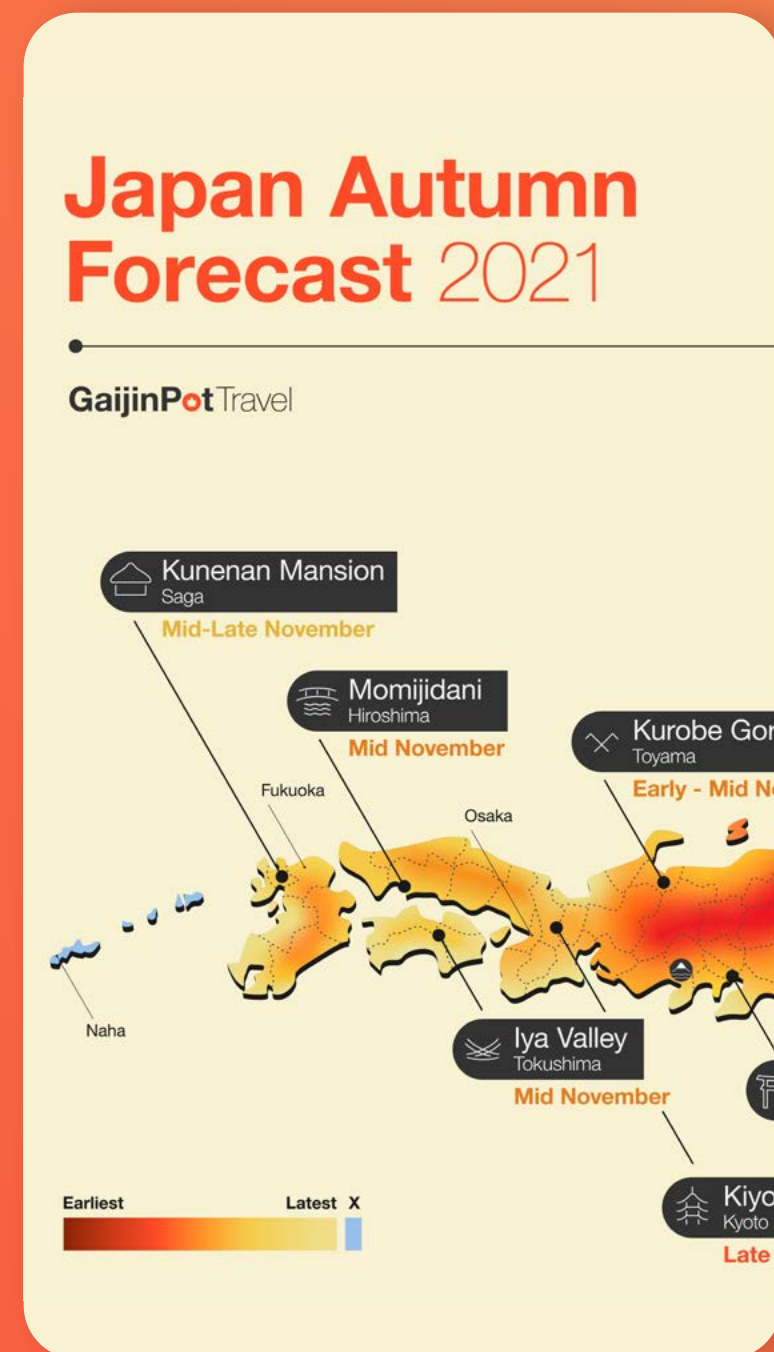
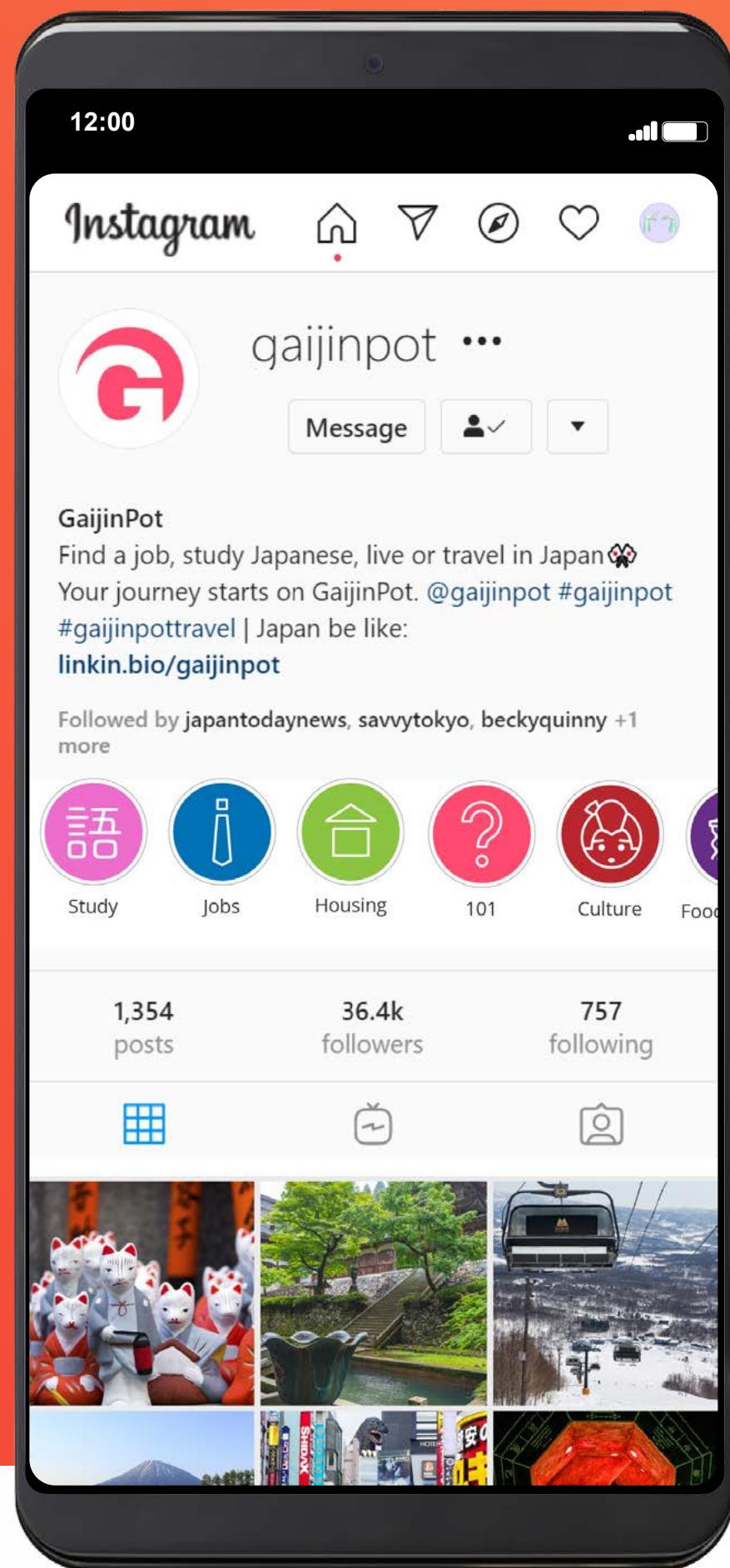
Tools  
**Procreate on iPad & Adobe Illustrator**

This illustration series accompanied Japanese language study articles on the GaijinPot Study website. Below: "Vacations" & "Cooking".

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GPLUSMEDIA / SOCIAL MEDIA

## GaijinPot Instagram Stories and Reels

Year

**2020 - 2022**

Tools

**Adobe Illustrator, Adobe AfterEffects, Later**

GaijinPot's Instagram account lacked a catalogue of retrievable information and engaging content that linked back to it's brand's services and sites. In November 2020, I reinvigorated the account with a collection of fun and relevant content.





Karla Engdahl Designs / FOLIO



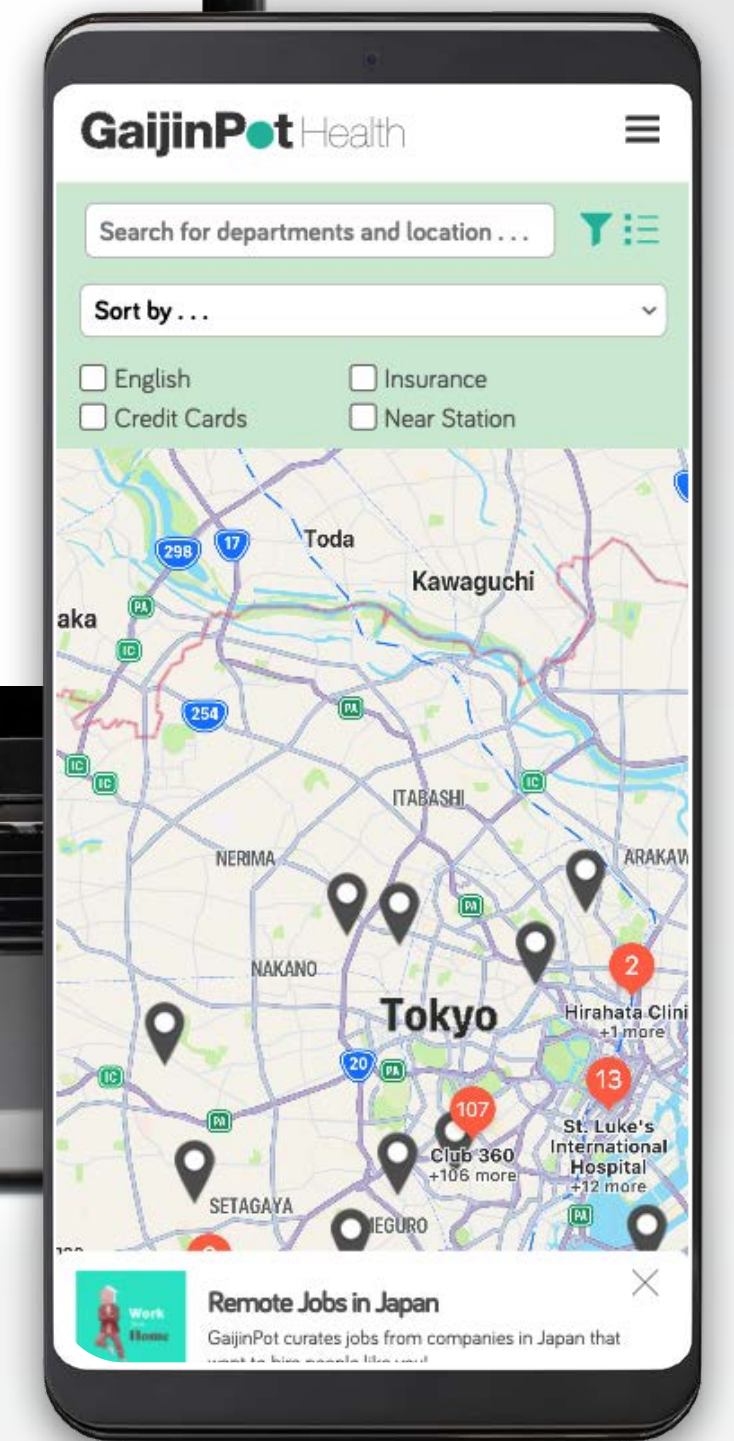
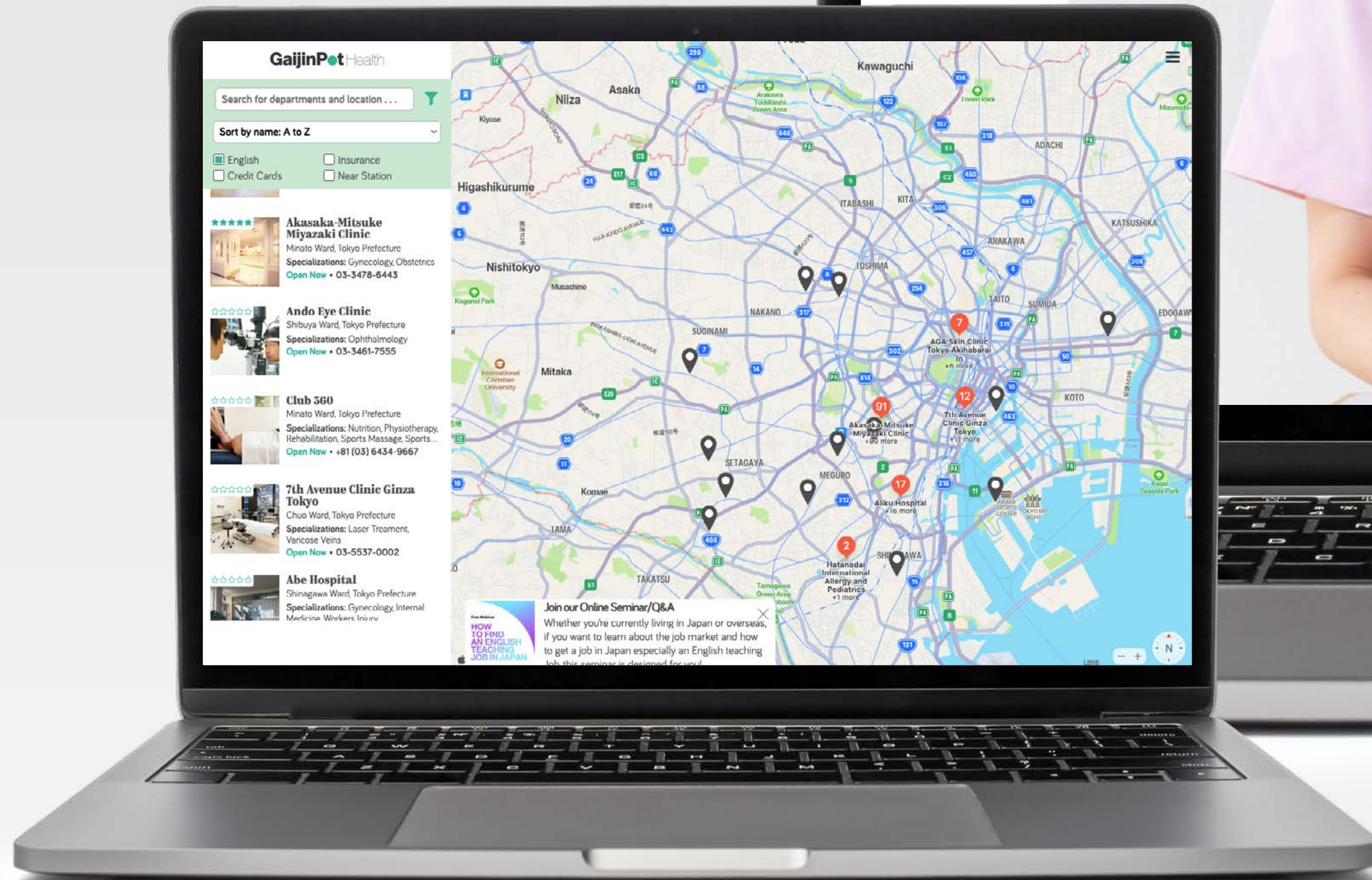
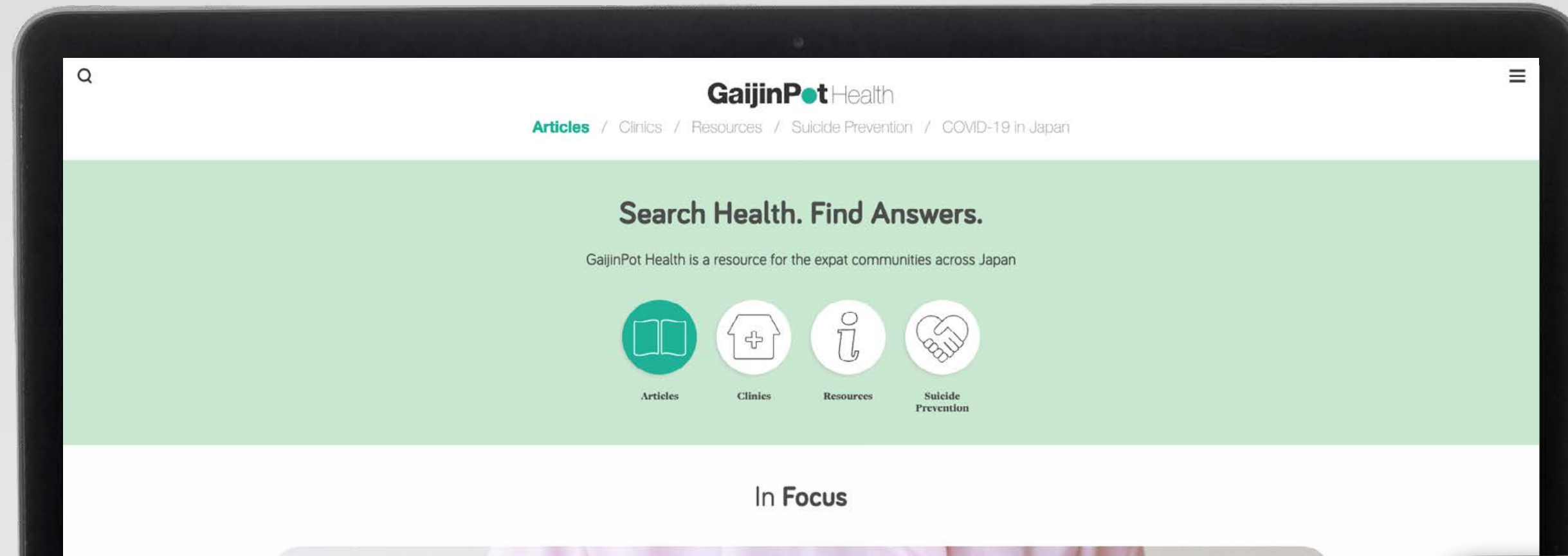
GPLUSMEDIA / UI DESIGN

# GaijinPot Health

In 2021, GaijinPot added a medical blog and directory website for English-speaking foreigners in Japan. Careful consideration was given to all aspects of this site, from the calming colour palette to the addition of a dark-mode.

Year  
**2021**

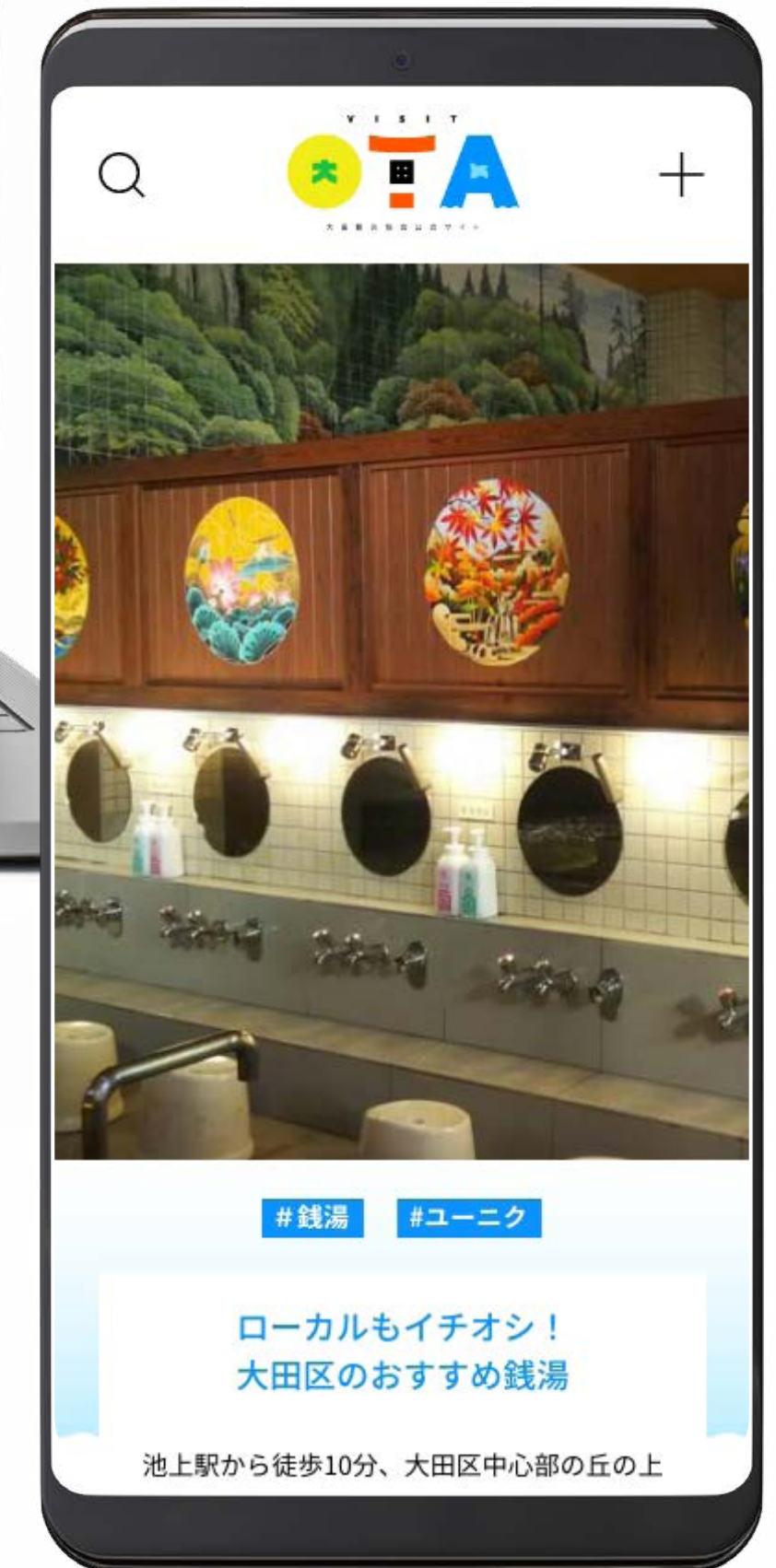
Tools  
**Adobe XD**







Year  
**2022**  
Tools  
**Adobe XD  
Illustrator**



SHIITAKE CREATIVE / UI & LOGO DESIGN

# Ota City Official Tourism Website

Haneda Airport in Tokyo's Ota Ward is a gateway for both domestic and international tourists, however most are unaware what the city has to offer. This proposed website presented Ota City as a vibrant and welcoming hub with plenty to see and do.





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HASHI MEDIA / EPOS SOCIAL MEDIA

## EPOS eSports Player Profiles

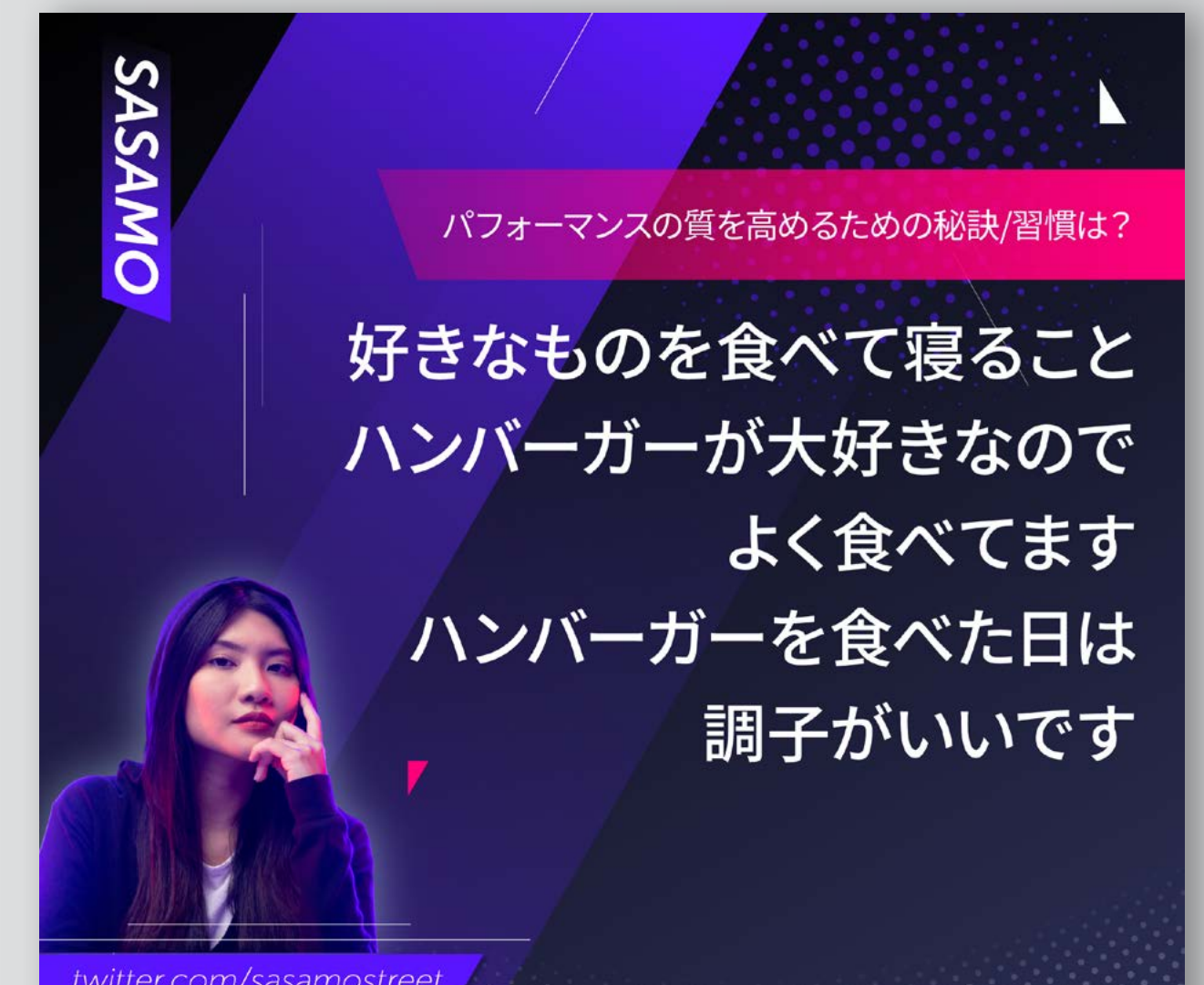
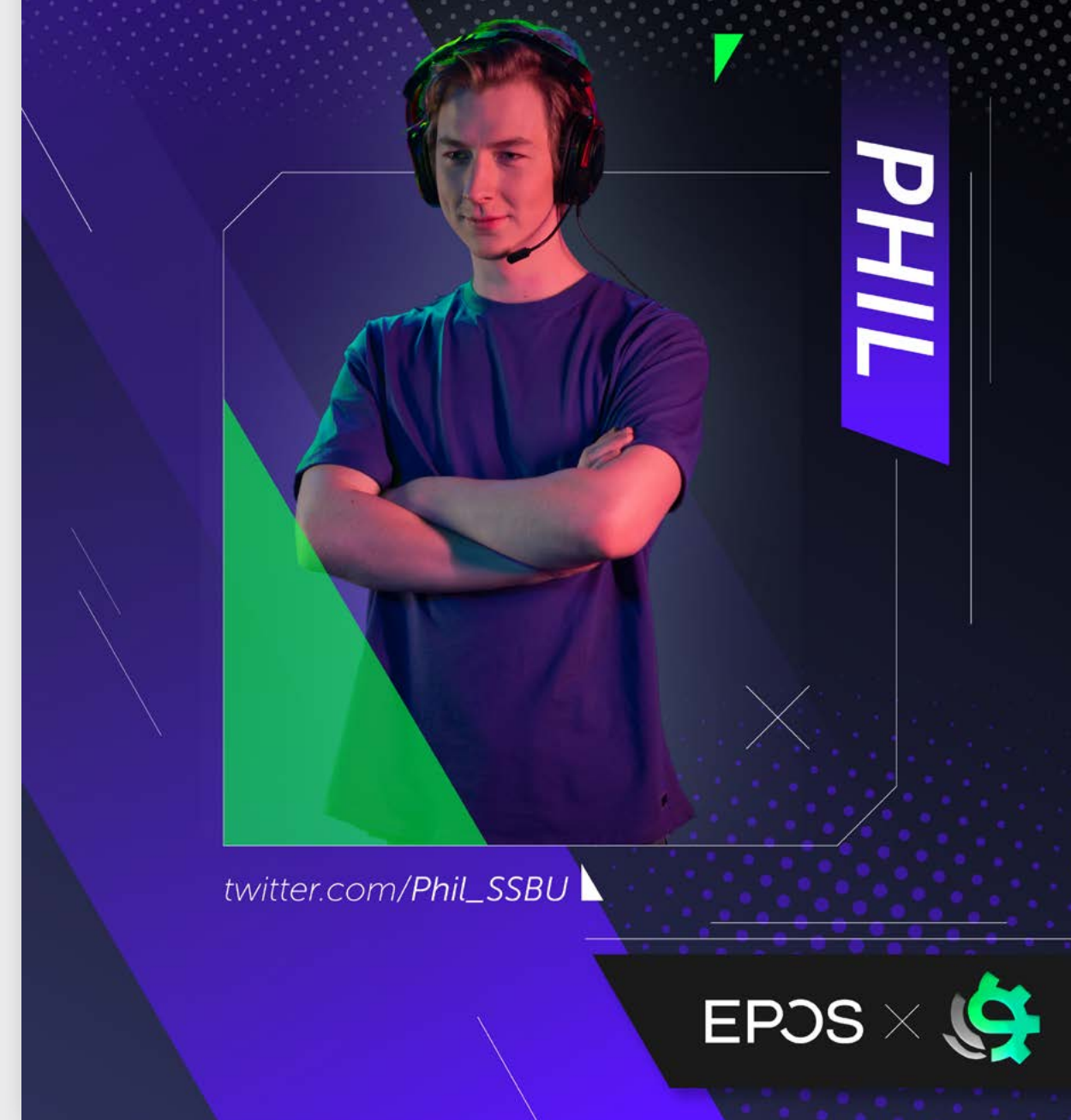
Year

**2023**

Tools

**Adobe Illustrator**

Hashi Media's client EPOS sponsors two eSports teams in Japan. I designed player profile templates for posting on social media. This content and design proved to be very successful in building a sense of community and engagement among gamers in Japan.







CASE STUDY

# Sandy International

A Digital Agency Start-Up came to me with a brief to design their company identity and establish their brand guidelines. Sandy International is an approachable and professional digital marketing agency specializing in PR, marketing and localization for the Japanese and Western businesses.

Year  
**2021**

Tools  
**Pen & Paper**





CASE STUDY

# Sandy International

After a meeting with the founders, clarifying the company's future plans, lots of research, asking many questions, and some preliminary sketches, an obvious direction for the logo became apparent. Using a western-style quotation mark and a CJK bracket to form a friendly face next to the name 'Sandy'.

Year

**2021**

Tools

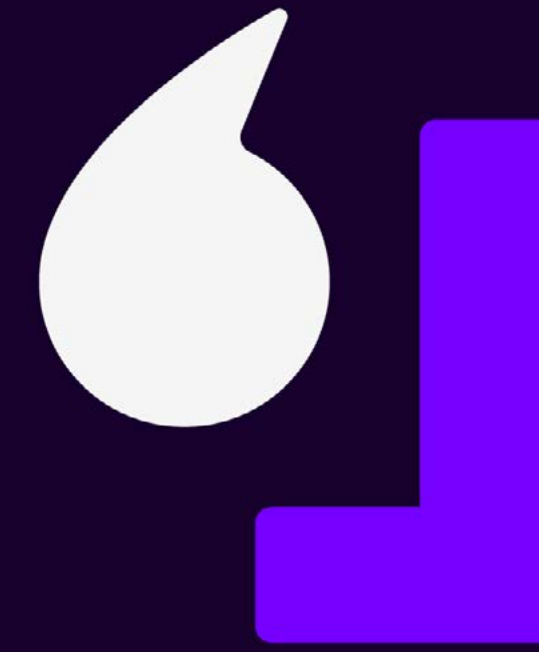
**Adobe Illustrator**







sandy  
international



#### CASE STUDY

## Sandy International

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After careful consideration, it was decided to present the company name in all lowercase. This helped with communicating the ethos of approachability as well as the company's flat structure. Rubik was selected as the typeface for its stable baseline, high contrast, and subtly rounded edges.

The colour palette for the brand aims to evoke a sense of professionalism and creativity or youthful energy at the same time. The electric purple stands out against softer hues of grey and indigo. The 'and' of Sandy is set in a different colour to hint at the underlying origins and meaning of the company name.

The 'Sandy Face' uses a bespoke quotation mark and CJK bracket and was positioned in such a way to appear to be looking forward and toward the Sandy wordmark.



Year  
**2021**

Tools  
**Adobe Illustrator**



CASE STUDY

# TokyoBeat by Hashi Media

TokyoBeat (by Hashi Media) is an influencer management service that connects international brands with local content creators. Starting with competitor research, keywords and moodboards, a general direction was established. Keeping in mind the future goals for expansion, it was clear the solution needed to be flexible and not 'Japan-centric'.

Year

**2022**

Tools

**Adobe Illustrator**

Competitors

tokyo  
**CREATIVE**

 **BREAKER**

Keywords

*ENERGETIC*

**YOUTHFUL**

**Bold**

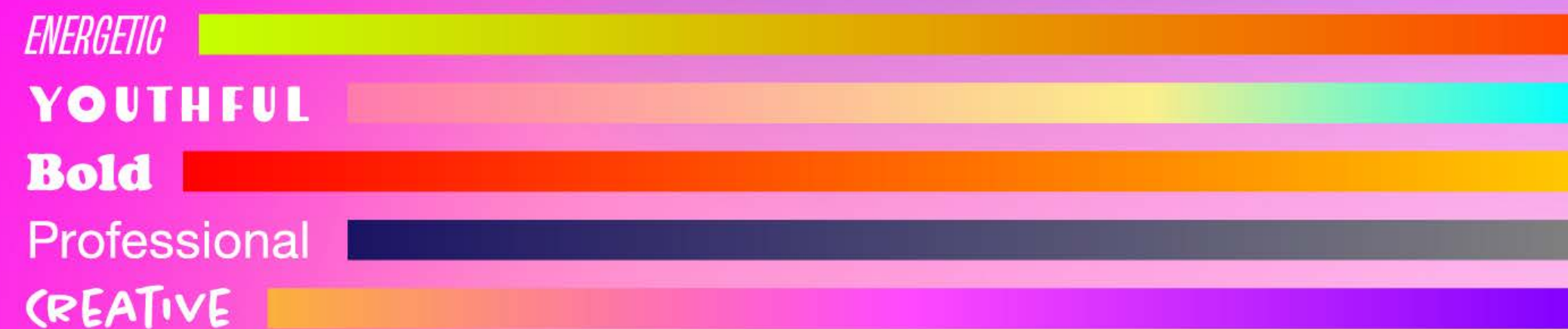
Professional

**CREATIVE**

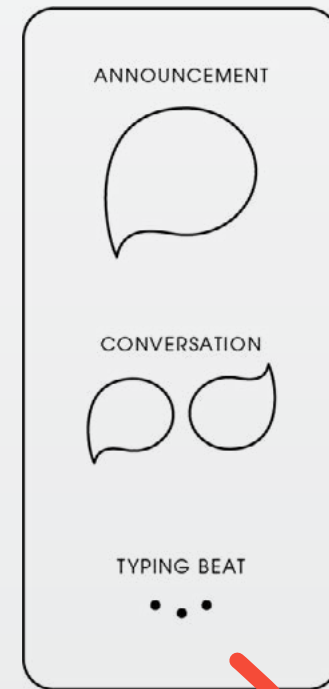
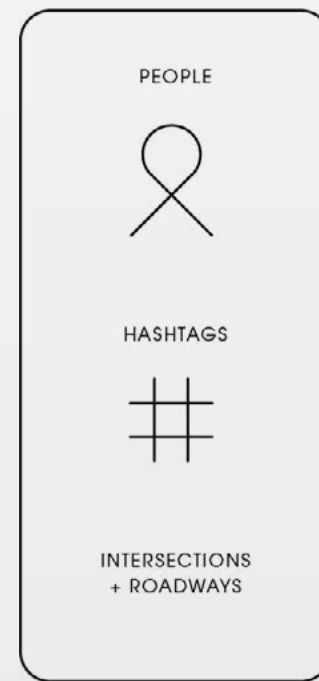
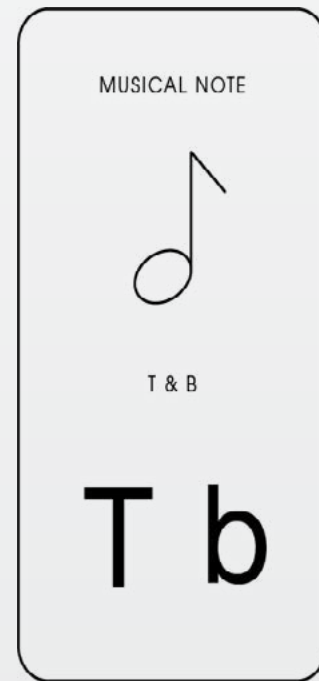
Inspiration



Colour Guide



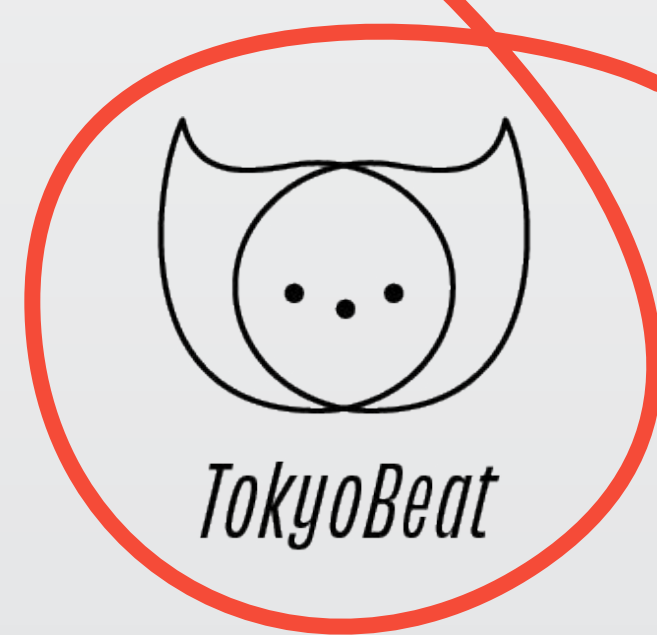




TokyoBeat



TokyoBeat



TokyoBeat

CASE STUDY

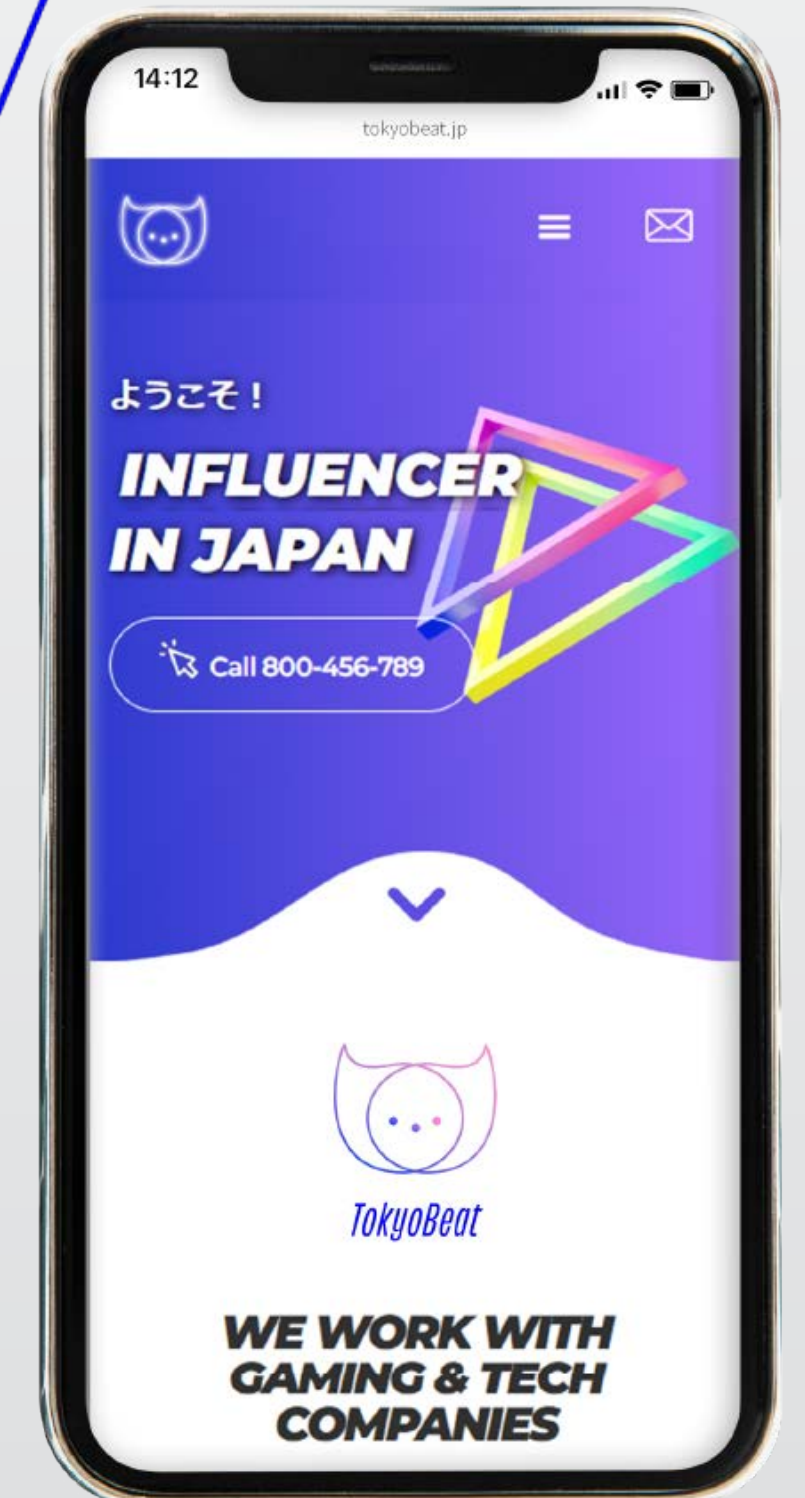
# TokyoBeat by Hashi Media

Three options were presented for consideration with detailed rationales and application mock ups.

It was decided to move forward with what became known as 'TB-chan' due to the character's mascot-like qualities and uniqueness.

Year  
**2022**

Tools  
**Adobe Illustrator**





CASE STUDY

# TokyoBeat by Hashi Media

Kind of cute but also a little rebellious, there is story behind this character. It represents the spirit of TokyoBeat; youthful, creative, energetic, while also conveying the essence of what an influencer does with the embedded linking speech bubbles.

TB-chan is easily brought to life with simple motion graphics and has versatility across a range of applications and contexts.

Obviously Medium was chosen as the wordmark font for its understated flair yet high legibility.

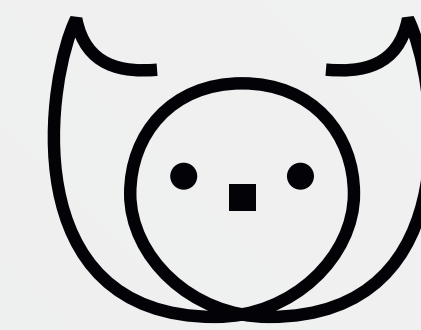
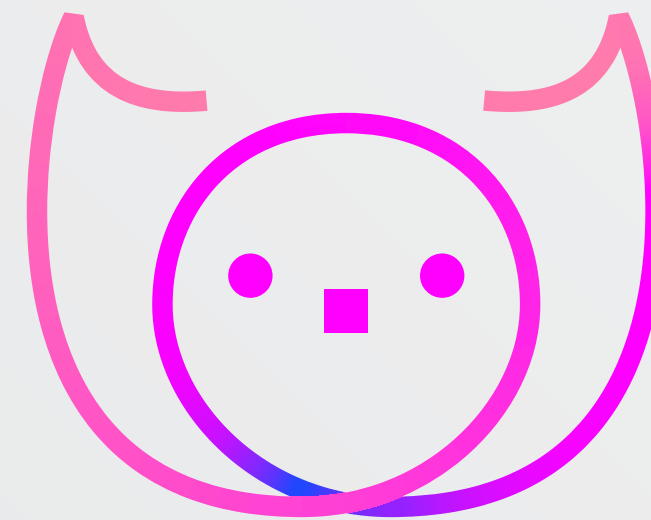


Year  
**2021**

Tools  
**Adobe Illustrator**

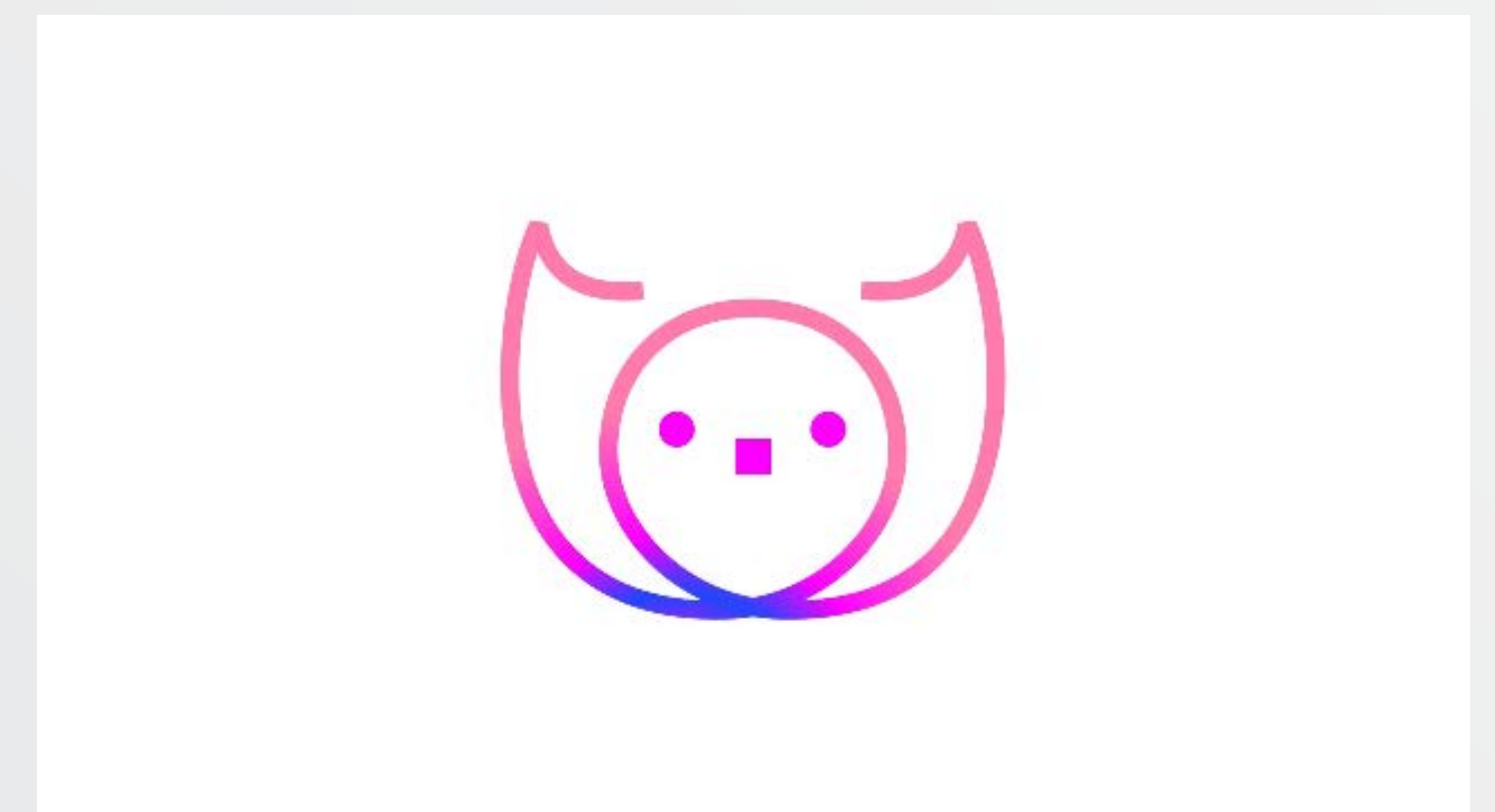
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TokyoBeat



TokyoBeat

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CASE STUDY

# TokyoBeat by Hashi Media

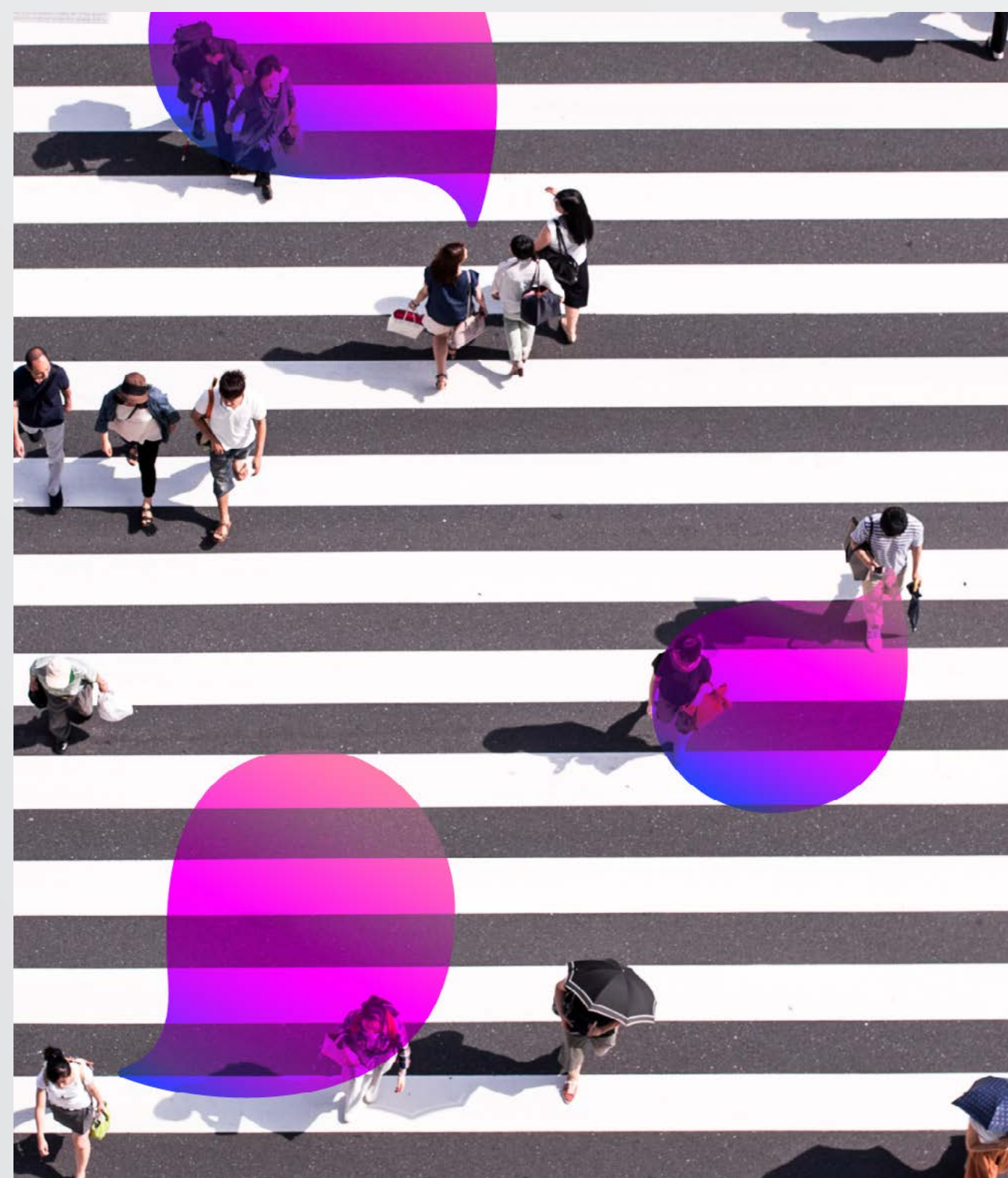
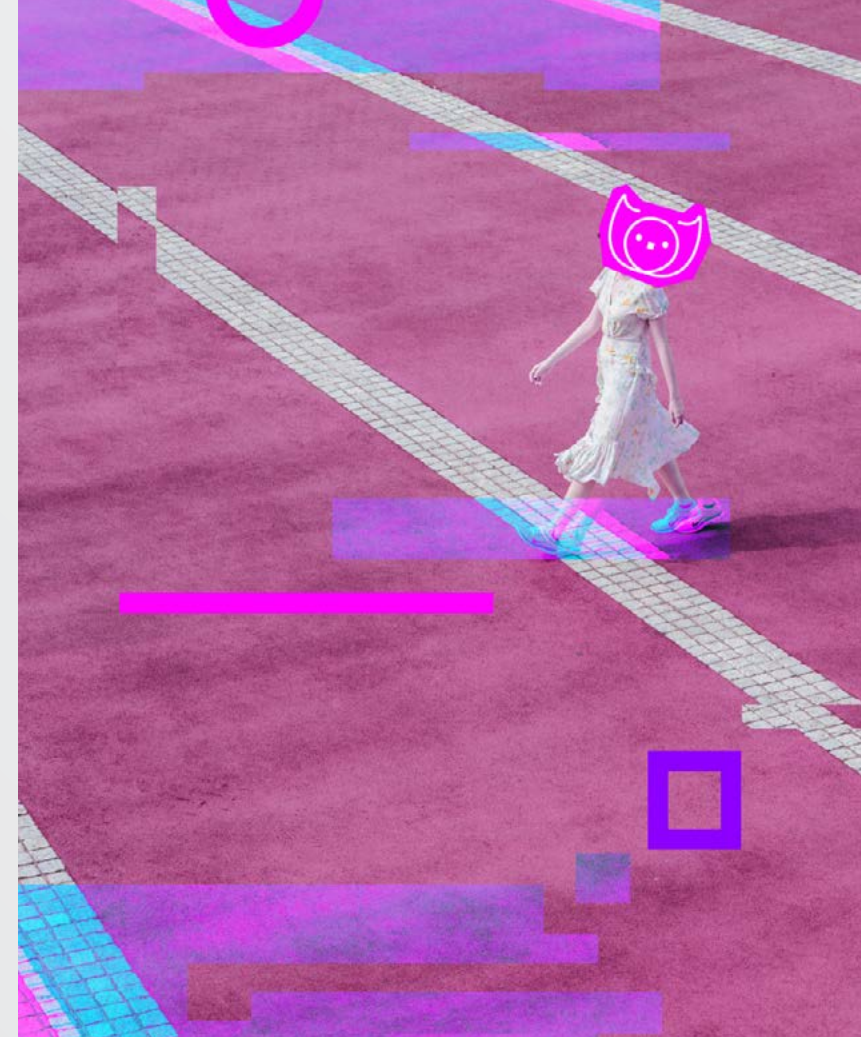
Applications, mock ups and  
colour palette.



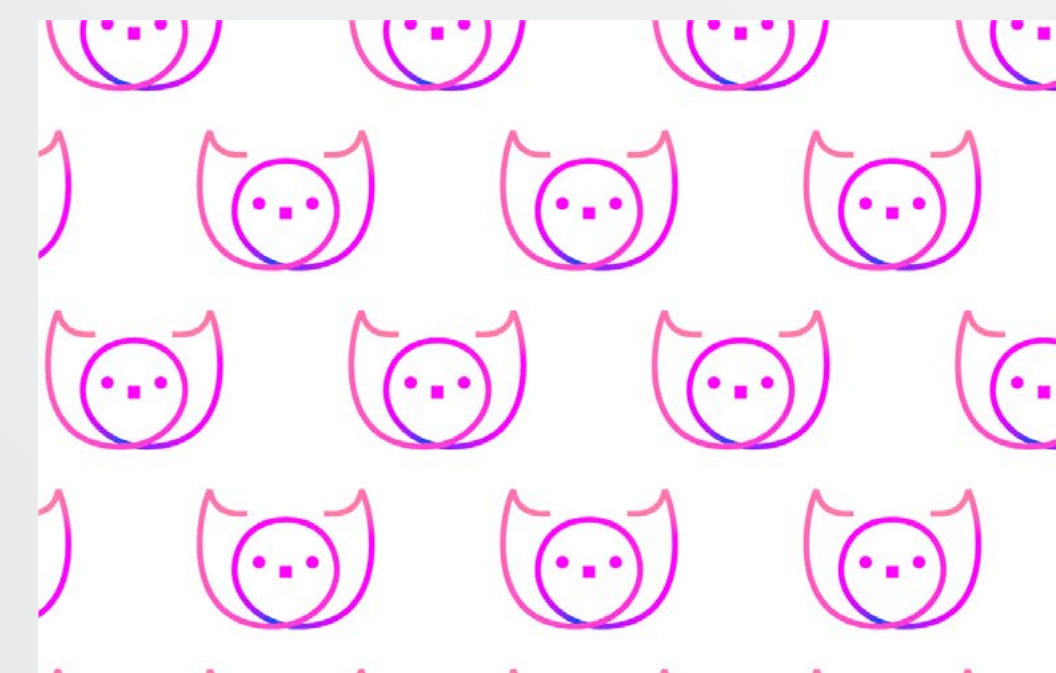
Year  
**2021**

Tools  
**Adobe Illustrator**

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**Thank you**

Please get in touch at:  
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