



**KARLA
ENGDAHL
DESIGNS**

2026

BRAND IDENTITY

DIGITAL ART

WEB DESIGN

SOCIAL MEDIA

PORT FOLIO

JAPAN-BASED GRAPHIC DESIGNER FROM MELBOURNE, AUSTRALIA

I moved to Japan in 2019 to pursue my dream of working as a designer in Japan. I have worked as an in-house, freelance and agency designer specializing in layout, social media, illustration and motion graphics.



TOOLS

Photoshop • Illustrator • After Effects
InDesign • Premiere • Lightroom
Figma • Canva • Higgsfield



EXPERIENCE

Hashi Media

Graphic Designer, Full Time // Tokyo, Japan
August, 2022 - Present.

- Established company design briefing workflow in collaboration with the account managers and operations team.
- Developed in-house visual identity for Hashi Media to help elevate the company's social media and external communications.
- Worked with clients such as Alibaba, KOKUYO, Bethesda and Rovio to create localized social media content and other creative work for both Japanese and international audiences.
- Account management of the Hashi Media social media accounts across 3 platforms, creating and scheduling content.

Shiitake Creative

Graphic Designer, Full Time // Tokyo, Japan
January, 2022 - August, 2022.

- Worked with a variety of clients such as government tourism boards, gaming hardware companies and web developers.
- Designed website mockups including illustrative graphics for a web development agency and Buddhist temple.
- Ad creation and packaging localization for gaming hardware companies Turtle Beach and Roccat.

GPlusMedia

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

- Editorial illustrations for blog articles across all GPlusMedia brands (GaijinPot, Savvy Tokyo, Japan Today).
- UI design for GaijinPot Health website.
- Social media content design for GaijinPot and Savvy Tokyo.



BRAND & LOGO



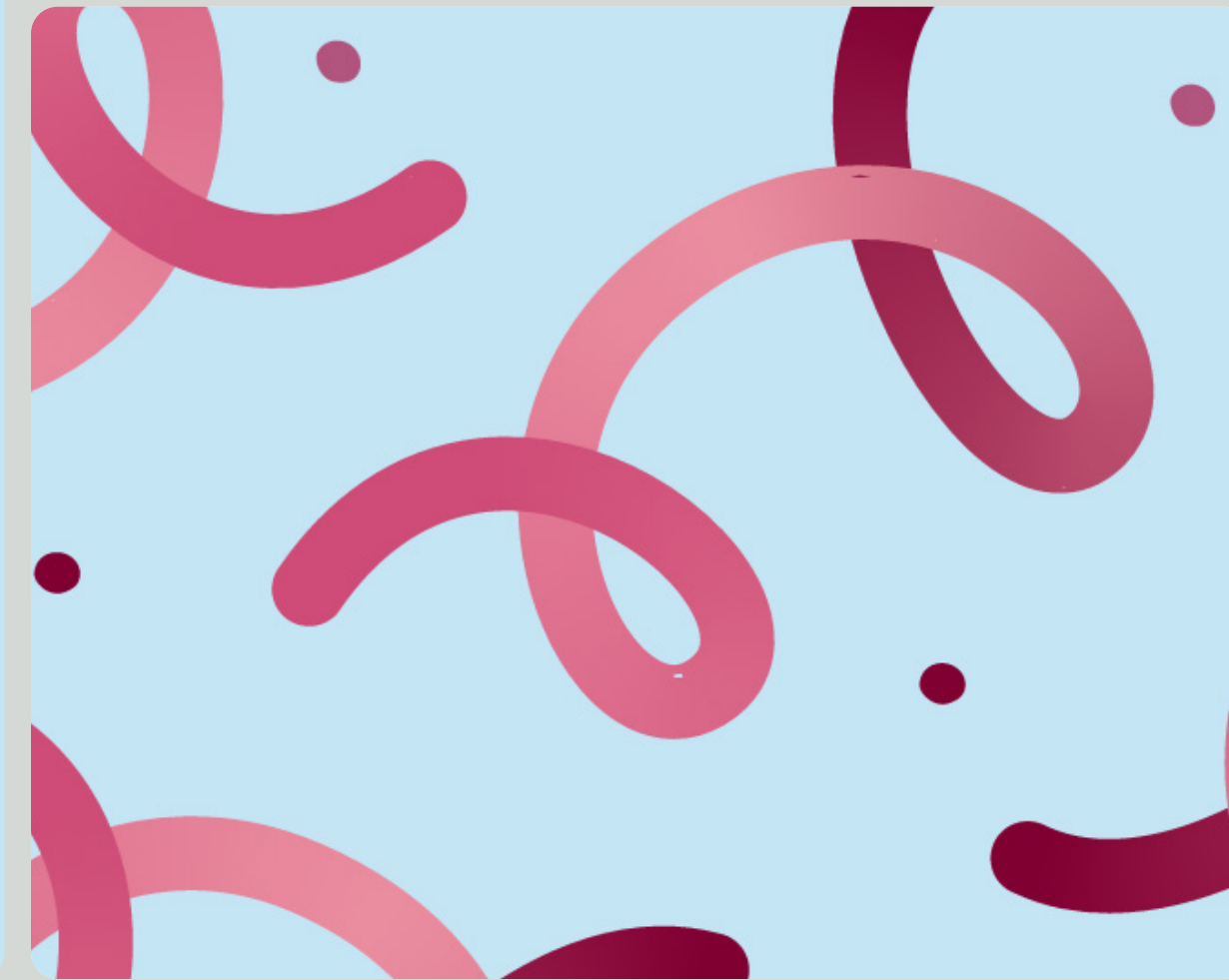
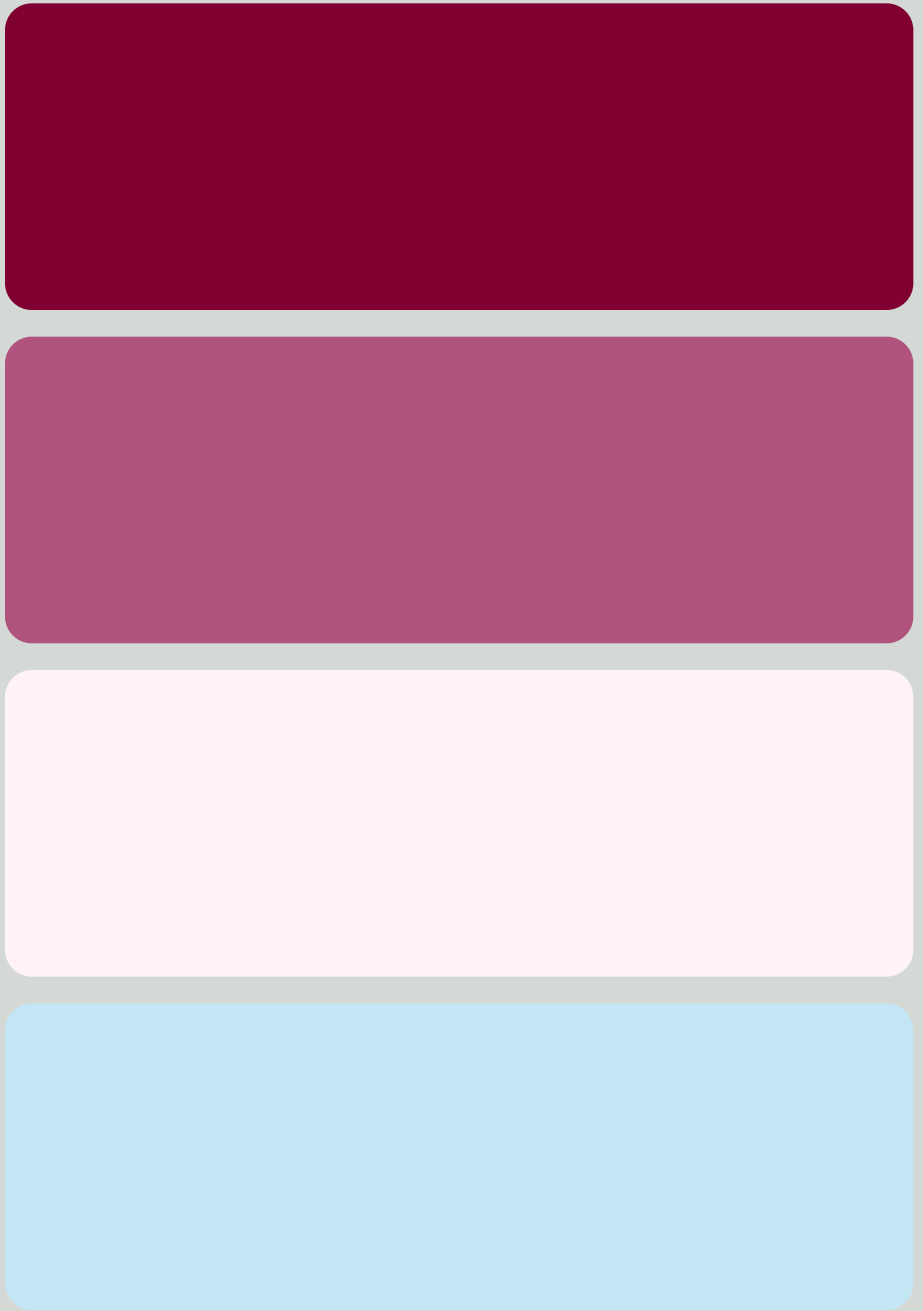
MAMATOMO NO WA

BRAND IDENTITY DESIGN

Mamatomo•no•wa (*Japanese* ままとものお literal translation 'Circle of Mama Friends') is an NPO based in Otsu City, Shiga Prefecture, Japan. Their mission is to help build connections between international families living in Shiga and local Japanese families as well as providing support for all members when it comes to navigating raising a child in Shiga. Their focus is mainly on mothers, but is inclusive of fathers, as well as embracing the unity that comes from acknowledging cultural uniqueness. They wanted a logo and brand identity that conveyed these values and featured the colour maroon.

The logomark uses a monoline that reflects the loops in the Japanese まま (*mama*) while also forming an 'M' shape and two individuals connecting with their children alongside them. The maroon gradient serves as a reminder of the spectrum of diversity. The overall image resembles a smiling baby face - the most important people who are the core focus of the parents' lives.





RECIPE TIN EATS

LOGO REFRESH | BRANDING EXERCISE

This was a self-initiated design exercise, refreshing the logo of the well-known food and recipe blog 'RecipeTin Eats' created by Nagi Maehashi. The new logomark is in honour of her fur-child and RecipeTin Eats community superstar, Dozer, who unfortunately passed away in early-2026. Several months later, she introduced a new Golden Retriever puppy, Jaffle, into her life.

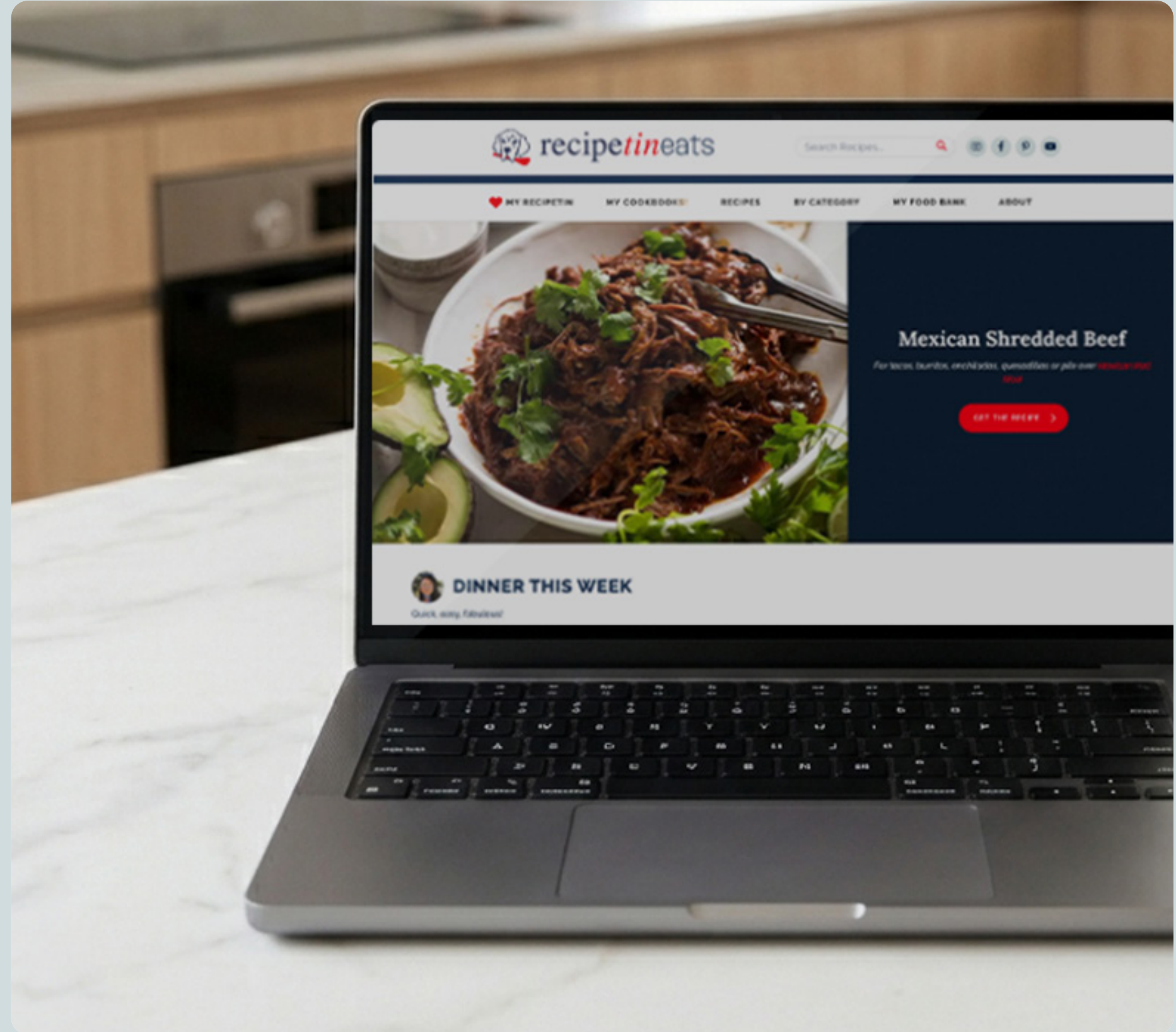
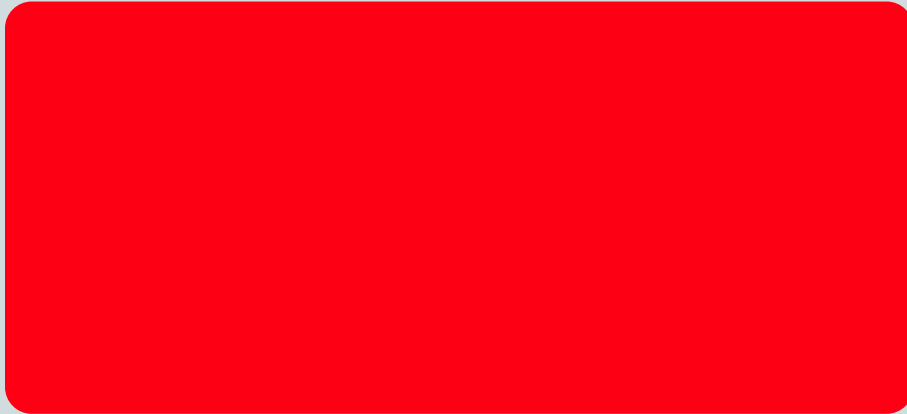
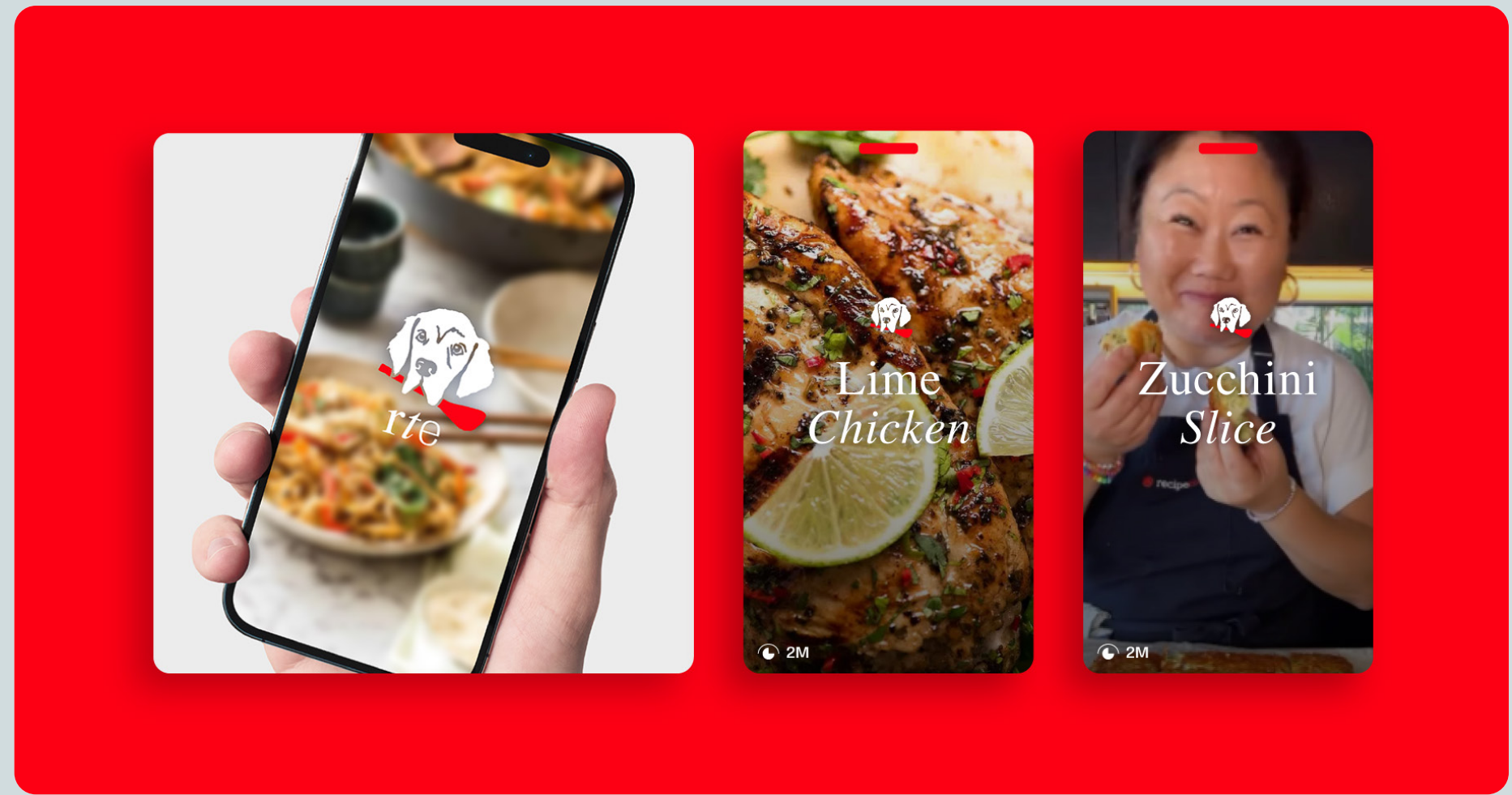
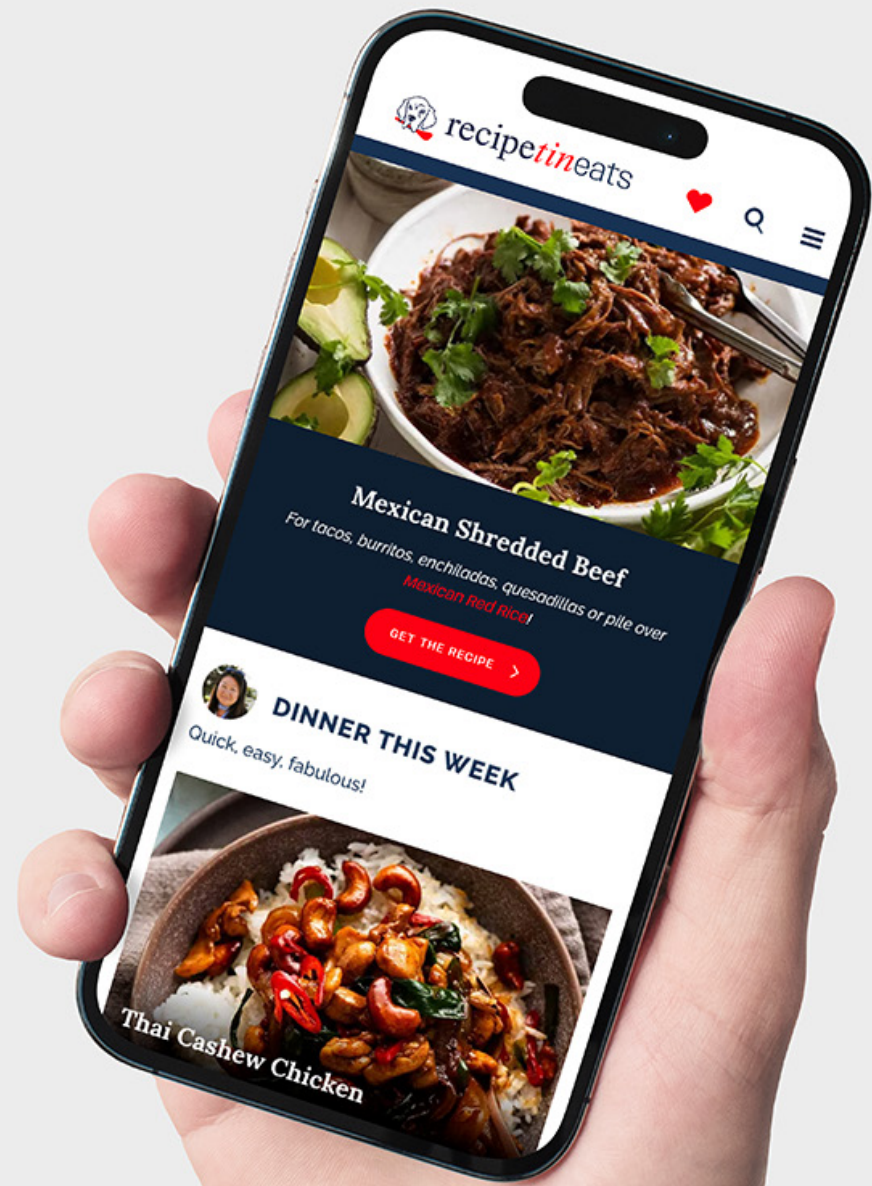
The logomark brings a beloved face and warmth to the brand as well as helping it stand out in an oversaturated market of online food content. Dozer and Jaffle's presence across the RecipeTin brand is well documented and visible, making the connection between the logomark and RecipeTin Eats instantly recognizable for both repeat and new visitors to the website and social media platforms.

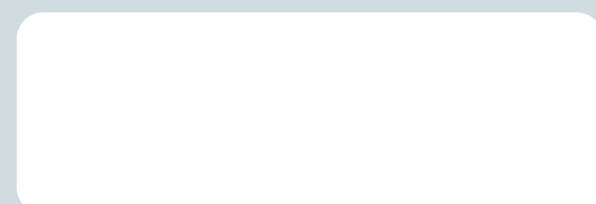


BEFORE

AFTER







Beyond the RecipeTin Eats brand exists Maehashi's NPO 'RecipeTin Meals'; a food bank service delivering free meals to the vulnerable in Sydney, Australia.

AUSTRALIAN EMBASSY JAPAN

50th Anniversary of Friendship and Cooperation Treaty Logo Competition

LOGO

This was my submission for the logo competition held in 2025 by the Australian Embassy in Japan to commemorate the 50th Anniversary of Friendship and Cooperation Treaty between Japan and Australia. The brief asked for a design that embodied the cultural icons of both countries.

The logo is inspired by plants and patterns; that growth comes with time, and with a nod to the autumn moon-viewing season in Japan ('Tsukimi') where hopes for a good harvest take place. Meanwhile in the southern hemisphere during spring, the Australian wattle starts to bloom. The intersection and harmonious combination of iconic cultural elements serves to demonstrate the enduring peace and friendship between Japan and Australia.





SOCIAL MEDIA





2020年、
ツアイニャオ (Cainiao Smart Logistics Network) は、
日本の現地企業向けにエンドツーエンドの物流および
サプライチェーンサービスを開始しました。

WATCH VIDEO



ALIBABA CLOUD

Olympic ESports Week Mini App

SOCIAL MEDIA **MOTION GRAPHICS**

Alibaba Cloud helped organizers of the Olympic Esports Week measure carbon emissions and wanted to also boost public awareness and engagement in emissions reduction via an interactive mini platform.

As the graphic designer at Hashi Media, I was responsible for creating a short, engaging animated explainer video for Alibaba Cloud's social media that adhered to the strict brand guidelines of the Olympic Esports committee and Alibaba Cloud. The video had over 2.3 million views and saw a 400% increase in engagement.

ESPORTS WEEK



OLYMPIC ESPORTS WEEK



OLYMPIC ESPORTS WEEK



OLYMPI

WATCH VIDEO



Alibaba Cloud

Alibaba Cloud

Alibaba Cloud

Alibaba Cloud

Aliba

WEB &

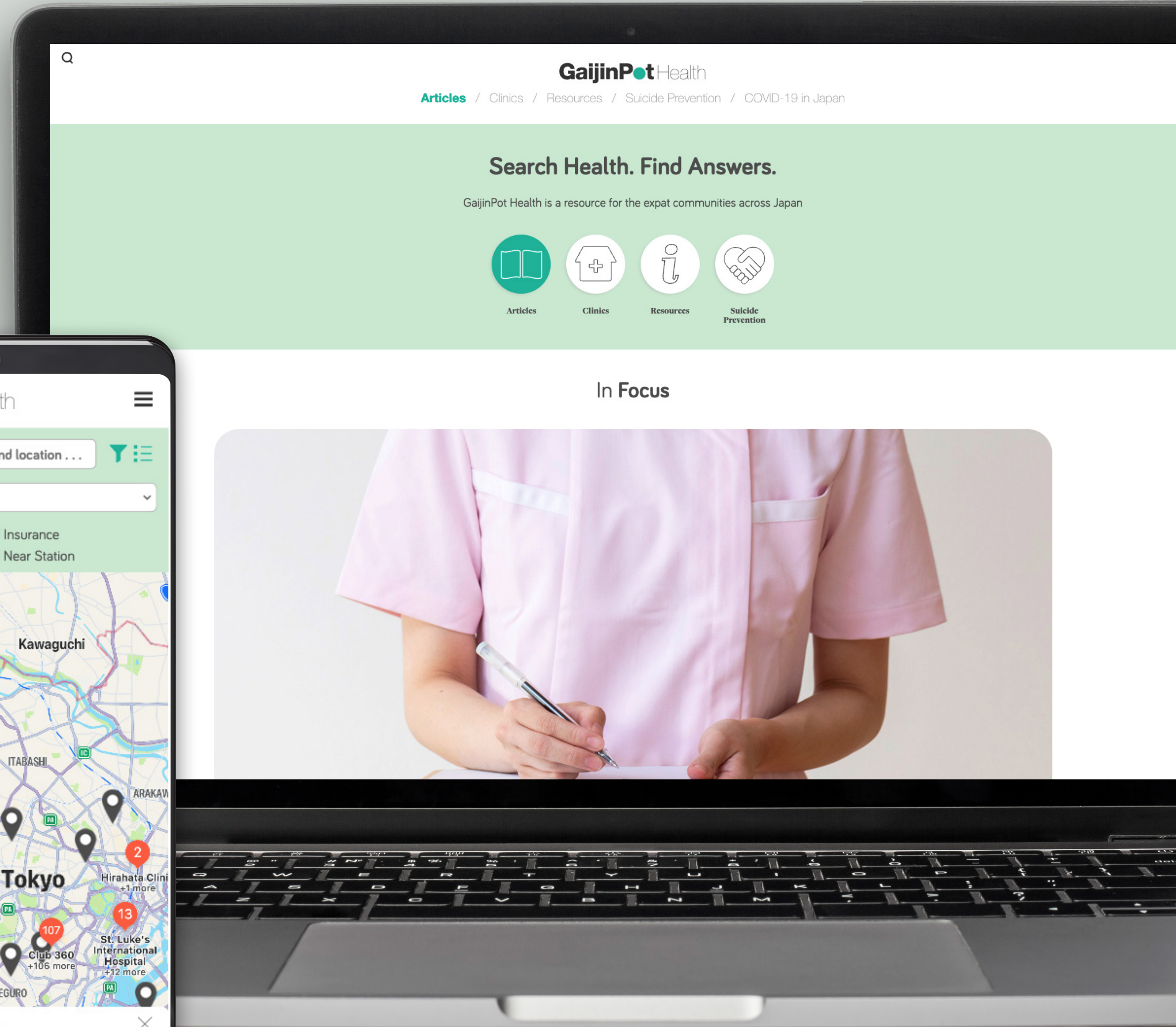
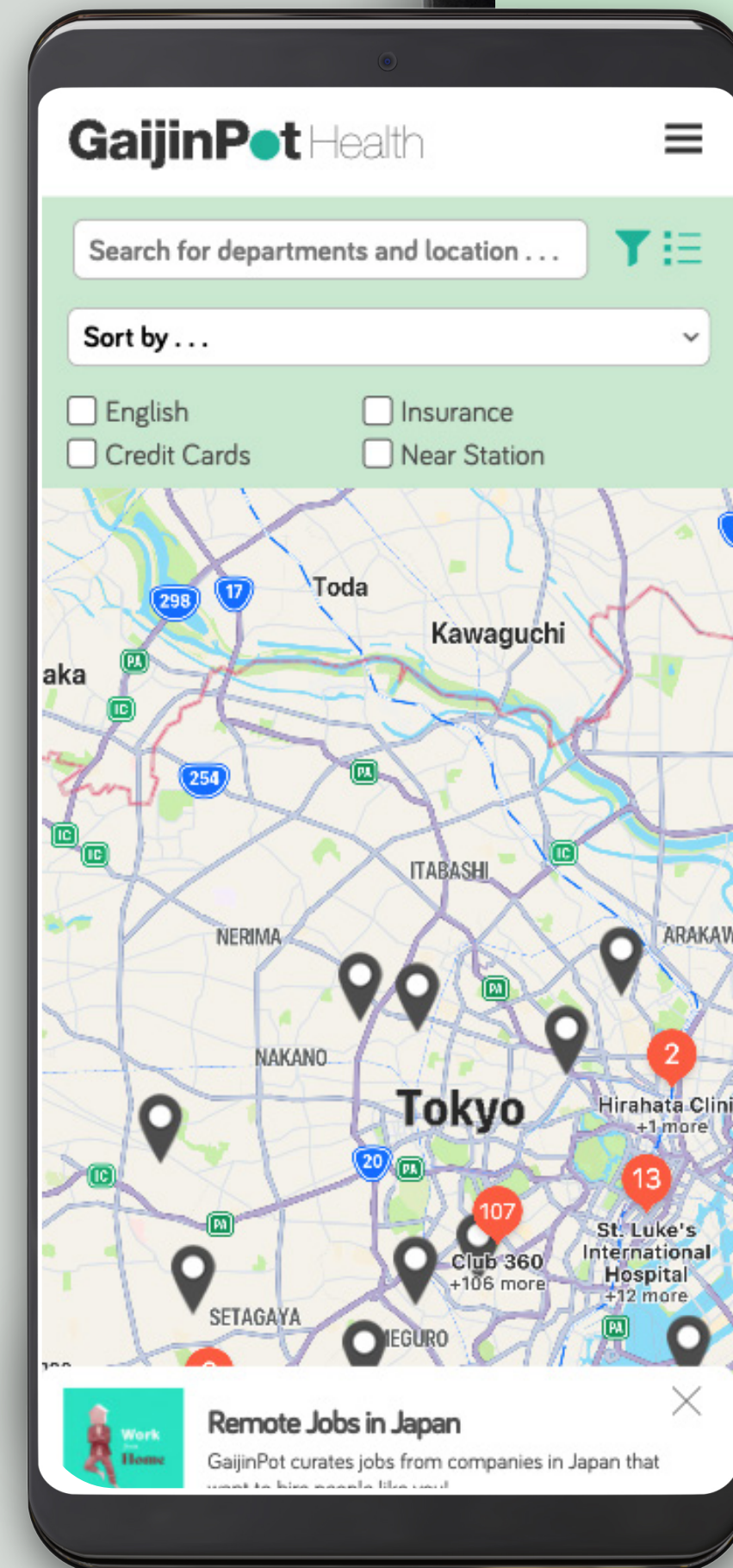
UI

GAIJINPOT HEALTH

Multilingual Japan Health Services and Resource Database

UI DESIGN

In 2021, GaijinPot added a medical blog and directory website for English, French and Chinese 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.

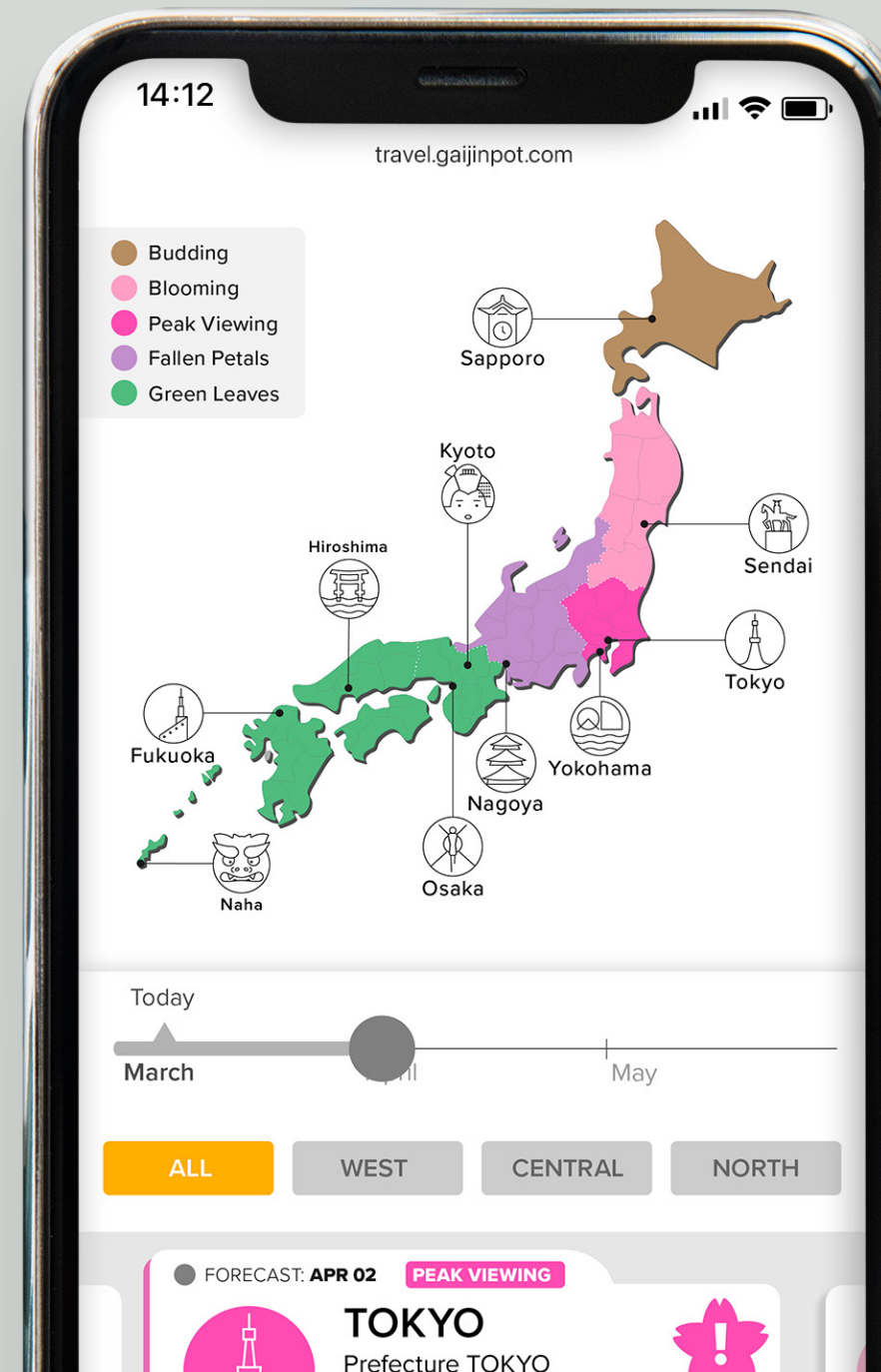
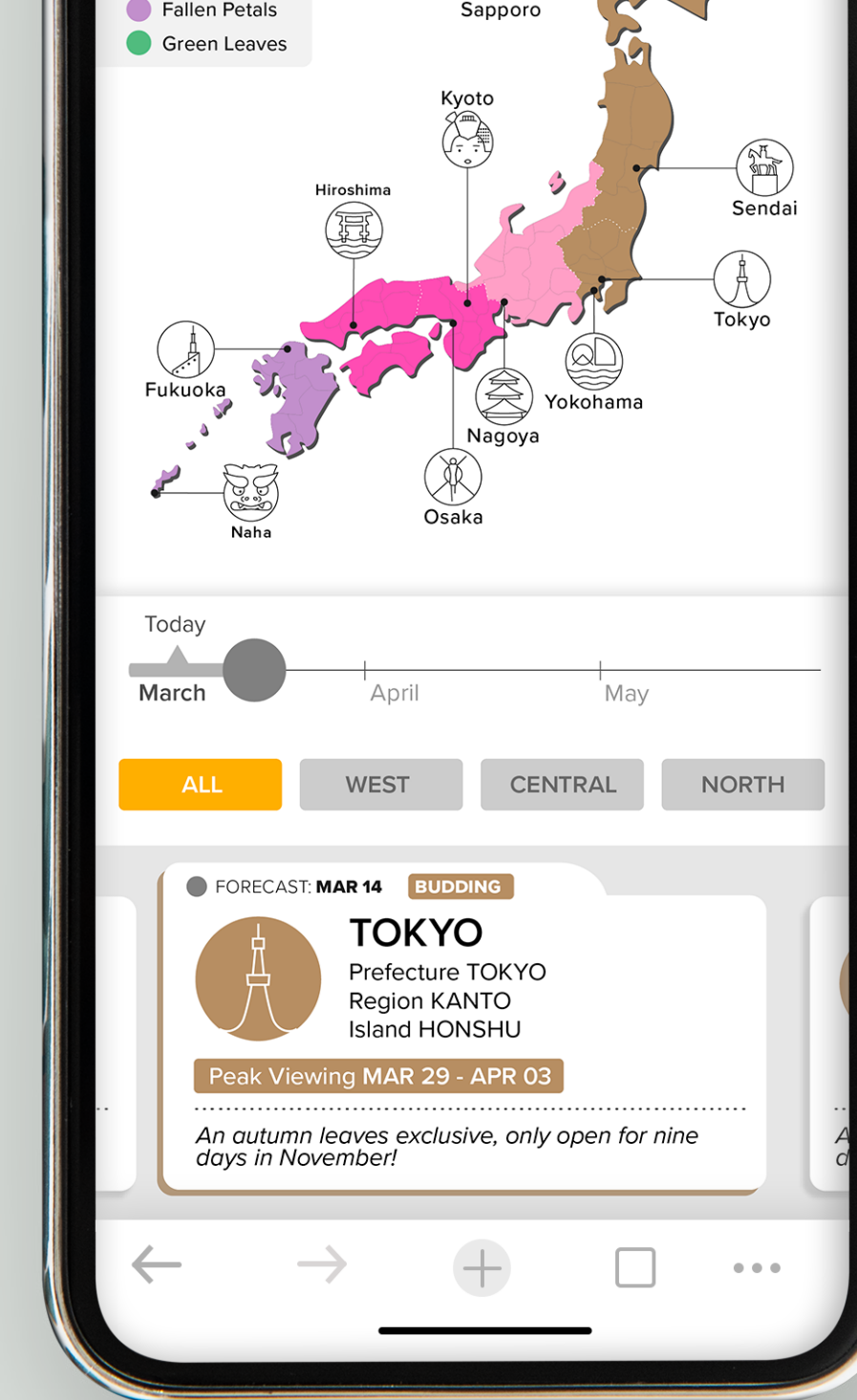


GAIJINPOT TRAVEL

Sakura Forecast

UI DESIGN ICON DESIGN

In an effort to make travel and event planning easier on the GaijinPot Travel website, I designed an interactive forecasting map with a scrolling timeline feature to show how the flowers bloom across the country on a particular date.



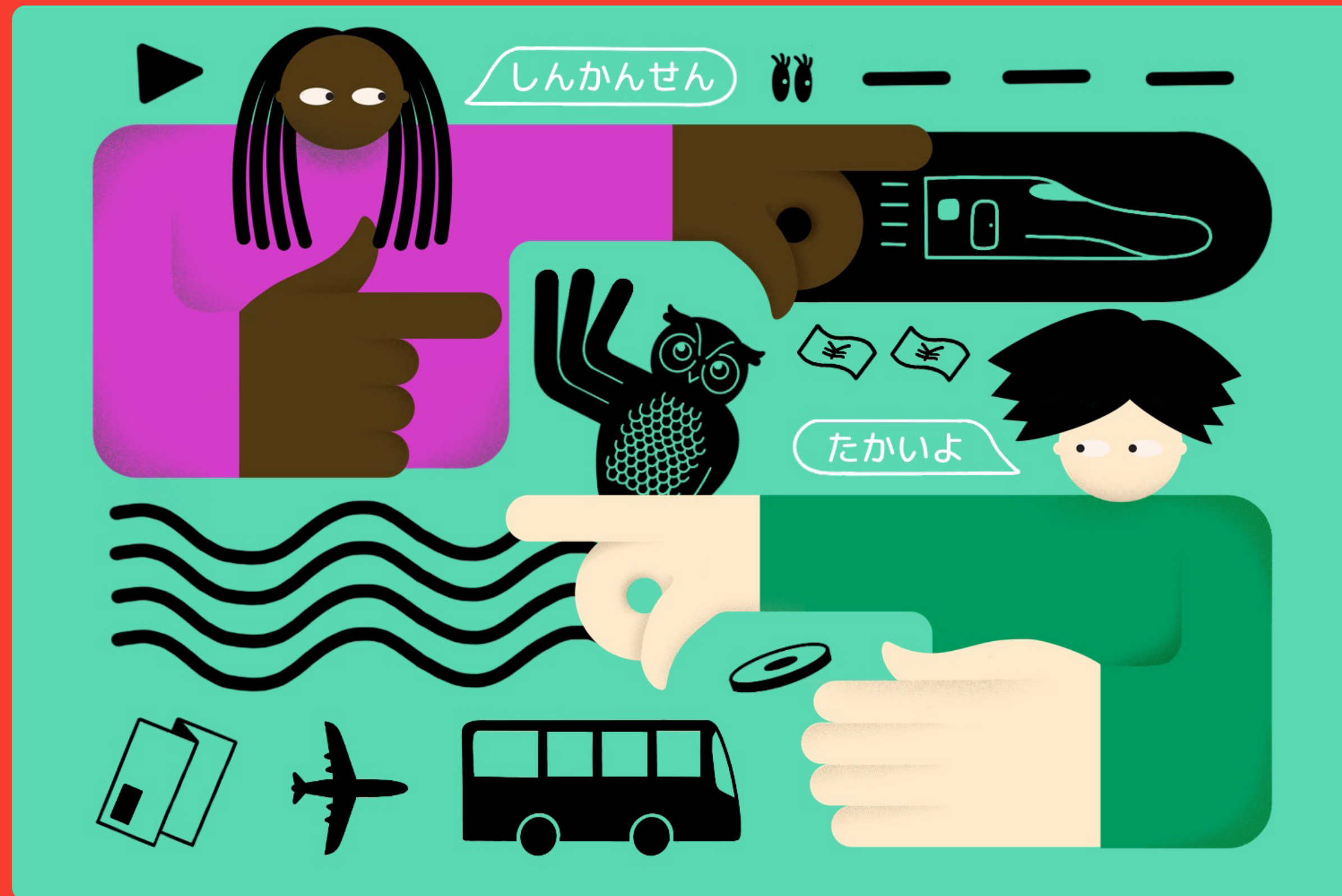
DIGITAL ART

GAIJINPOT STUDY

Japanese Language Blog Hero Illustrations

This illustration series accompanied Japanese language study articles on the GaijinPot Study website.

ILLUSTRATION



GAIJINPOT SERVICES

Daily Life in Japan Support Services Hero Illustrations

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.

ILLUSTRATION



**THANK
YOU**

KARLAENGDAHL@GMAIL.COM



**KARLA
ENGDAHL
DESIGNS**