



Creative support for brands communicating in Japan.

I work with international agencies and companies to create clear, consistent and effective communication tailored for the Japanese market.

My work covers brand development, corporate communication, publishing and editorial design, exhibition creative and other forms of visual communication.



PROFILE

プロフィール



みやたゆうこ

miyata yuko

Graphic Designer

Art Director

Creative Director

Brand Communications Designer

INFO

Email yuko@stereotypo.com

Phone +81 (0)80 3028 7504

Location Shibuya, Tokyo, Japan

Language

Japanese: Native

English: Working knowledge

Currently improving my spoken English

With over 30 years of experience, I have worked across a broad range of graphic design projects, including advertising, corporate communications, publishing, editorial design and exhibition graphics. My work now extends from hands-on design to art direction and the development of coherent brand communications.

In recent years, alongside corporate branding and new business development projects, I have worked on the localisation of global advertising for the Japanese market through Hogarth Worldwide, collaborating with stakeholders in Japan and overseas. Building on this experience, I am keen to support international companies entering or expanding in Japan by developing locally relevant creative communications that remain consistent with their global brand identity.

I am also particularly interested in supporting start-ups and new ventures as they establish their brand foundations, as well as working with companies in the pet and animal sector, drawing on my own experience of living with a dog.

EXPERIENCE

O-CTAVE LTD. 有限会社ゼロクターヴ 1995–1999

Working under an art director, I contributed to a wide variety of projects, including advertising, editorial design, book design and CD packaging. Through projects spanning corporate advertising, publishing and music, I developed a strong foundation in design practice and gained experience of rigorous, high-quality creative production processes.

- Advertising: PARCO Grand Bazaar / Toyota MR-S / Microsoft campaigns and others
- Magazines: Ongaku to Hito / Miss Kateigaho / KERA and others
- CD packaging: Taeko Onuki, attraction
- ANAYI lookbook / Chisato Moritaka concert programme

STEREOTYPO ステレオタイプ 1999–現在

Working primarily across advertising, corporate brochures, book design, editorial design and exhibition creative, I provide services ranging from graphic design and art direction to broader brand support. In recent years, I have also worked on the localisation of global advertising for the Japanese market through Hogarth Worldwide.

Selected clients

- Tokyu Livable / Uchida Yoko / Daiichikoshu / TSI Holdings / Discover 21 and others

Additional projects are not shown due to NDAs and other confidentiality requirements.

Selected companies I have worked with

- Hogarth Worldwide / TYO / Great Works / Spicebox / Withworks and others

Strengths & Expertise

強み・専門領域

Drawing on more than 30 years of professional experience, I work across the full creative process, from hands-on design and art direction to the development of brand communication systems. In recent branding projects, I have placed particular importance on working alongside clients as part of the same team, bringing together different areas of expertise through ongoing dialogue to address business challenges.

Brand Communication

ブランドコミュニケーション設計

I identify and organise the communication needs of companies and brands, creating coherent systems across multiple touchpoints, including advertising, corporate brochures, exhibitions, websites and publications.

Art Direction

アートディレクション

From concept development to design quality control, I oversee the creative direction of each project while maintaining a clear view of the work as a whole.

Editorial Design, Book Design

エディトリアル・装丁

My editorial work ranges from book covers and interior page systems to corporate publications, internal magazines and company brochures. I develop designs suited to the purpose and character of each publication or brand, from refined and understated to approachable and distinctive.

Exhibition Strategy & Creative

展示会企画・クリエイティブ

I contribute from the initial planning stage, clarifying objectives and key messages and developing communication across the entire exhibition experience. This may include stand layouts, displays, demonstrations, printed materials and promotional items. Working with spatial designers, contractors and other specialists, I oversee the creative process from planning through to delivery.

Global Localisation

グローバルローカライズ

Through Hogarth Worldwide, I have worked on the localisation of global advertising for the Japanese market, following global brand guidelines and international production standards. I can generally follow discussions in English, although I am still developing my confidence and ability in spoken English.

Creative Partnerships

専門チームとの協業

Depending on the project, I assemble teams of trusted specialists with whom I have established long-standing working relationships, including web designers, spatial designers, writers, photographers and exhibition contractors. By bringing together the appropriate expertise, I provide creative solutions tailored to each project's objectives.

Selected Case Studies

選定事例／ケーススタディ

Case Study 01 Major Entertainment Company — Internal Magazine Redesign

Role | 役割

Editorial Design
Page Layout and Structure
Design Development

Challenge | 課題

I took over the project following a change of designer during production. This required reassessing both the editorial direction and the client's expectations before moving forward.

Approach | 対応

I reviewed previous issues and client feedback to identify the intended tone. I then redesigned the page format, balancing readability with a more approachable visual style.

Result | 成果・評価

The redesigned format addressed needs that had not previously been clearly articulated and was well received by the client.

Case Study 02 Global Advertising Campaign — Localisation

Role | 役割

Localisation Design
Hand Lettering
Quality Control

Challenge | 課題

I was responsible for localising creative assets for Japan as part of a global advertising campaign. The work required strict compliance with NDA requirements and brand guidelines while maintaining both relevance and quality for the Japanese market.

Approach | 対応

Working with Hogarth Worldwide's global production team, I produced localised creative assets for Japan based on English-language meetings and international brand guidelines.

Result | 成果・評価

I quickly adapted to the global quality standards and production workflow, becoming a trusted member of the team. I continued to be assigned to the project through to completion, including after the production team was reduced.

Case Study 03 B2B Manufacturer — Brand Development Support

Role | 役割

Creative Direction
Art Direction
Brand Communications Design

Challenge | 課題

The company required a coherent creative framework to communicate its value during a review of its brand strategy and the development of new products and business initiatives.

Approach | 対応

Working as part of the company's Strategy Promotion Office, I contributed to brand strategy and new business development, attending management meetings and shaping communications across the business.

Result | 成果・評価

From planning through to implementation, I developed creative work aligned with the brand strategy. The work was well received internally and externally.

Selected Works

制作実績

01 BtoB Brand Development Building Brands BtoB ブランド支援

Key Areas

Brand Development / Visual Identity / Logo Design / Brand Guidelines / Exhibitions / Promotional Merchandise / Product Catalogues / Packaging / Sales Collateral / Marketing Materials

02 Corporate Communication Communicating Businesses 企業コミュニケーション

Key Areas

Company Profiles / Recruitment Materials / IR / CSR / Corporate Advertising / Service Introductions / Solution Overviews / Research Reports

03 Publishing & Editorial Shaping Information 出版・エディトリアル

Key Areas

Books / Book Design / Magazines / Internal Magazines / Anniversary Publications / Guidebooks / Membership Publications / Mooks / Brochures

04 Selected Graphic Works Other Creative Work その他のグラフィック

Key Areas

Posters / Direct Mail / Flyers / Packaging / Point-of-Sale Materials / Promotional Materials

Selected Works

制作実績

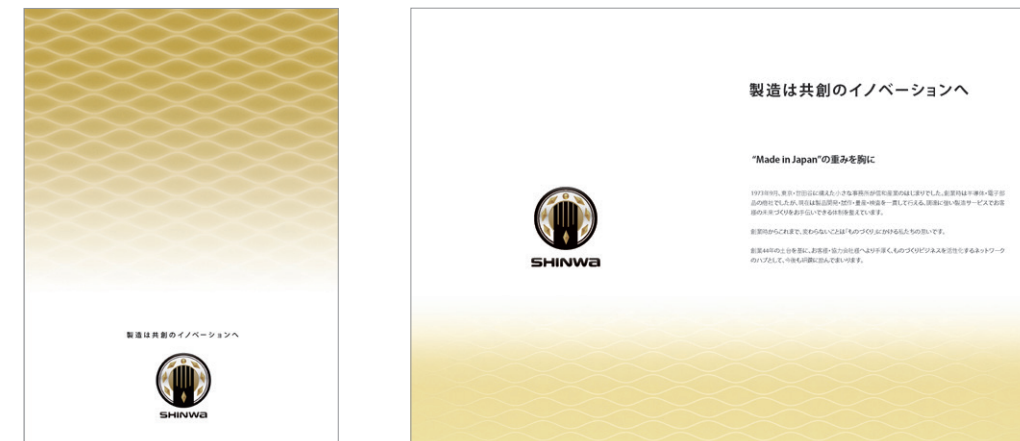
BtoB Brand Development

BtoB ブランド支援

SHINWA INDUSTRIES, Inc. 01 Brand Development / Visual Identity Rollout / Creative Direction / Art Direction



Business Cards Graphic Design



Company Brochure Layout Planning / Editorial Design



信和産業株式会社

SHINWA INDUSTRIES, INC.

Corporate Logo Japanese and English Logotypes / Logo Design / Visual Identity Development



45th Anniversary Logo Logo Design



Shinwa Plus Series Logo Logo Design



40th and 45th Anniversary Gifts Graphic Design Wooden Masu Cup / Ceremonial Wrapping Band

Selected Works

制作実績

BtoB Brand Development

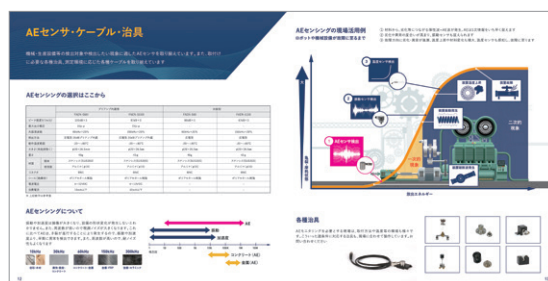
BtoBブランド支援

SHINWA INDUSTRIES, Inc. 02

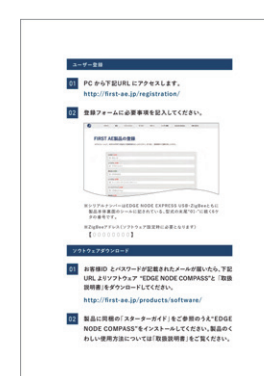
FIRST AE Product Brand Creative Direction / Art Direction



Brand Card Graphic Design Finish: Spot varnish applied to the background pattern for a tactile effect



In-box Starter Guide Information Architecture / Page Design / Editorial Design



Product Brochure Layout Planning / Editorial Design

In-box Welcome Sheet Layout Planning / Editorial Design

Selected Works

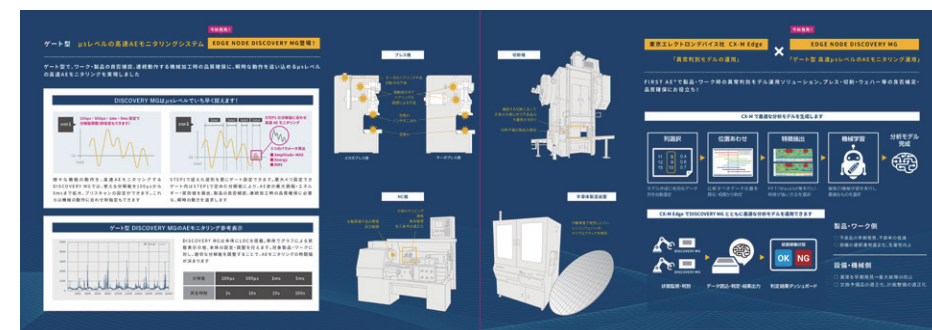
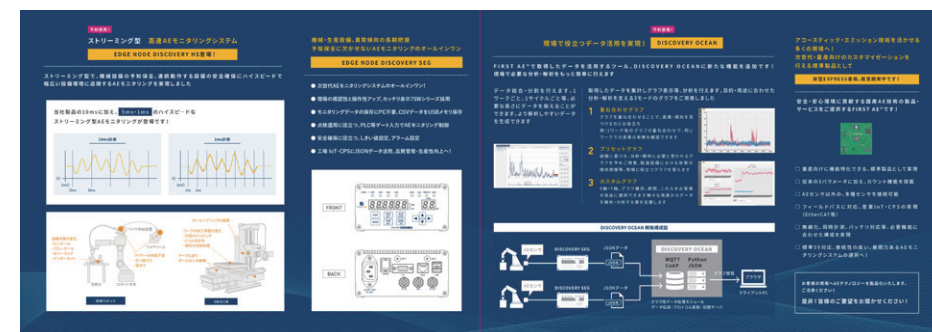
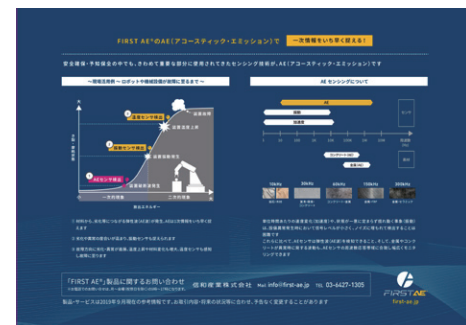
制作実績

BtoB Brand Development

BtoB ブランド支援

SHINWA INDUSTRIES, Inc. 03

FIRST AE Product Brand Creative Direction / Art Direction



New Product Introduction Leaflet Roll-fold / Layout Planning / Editorial Design



Product Application Case Study Leaflet Z-fold / Layout Planning / Editorial Design

Exhibition Giveaways Graphic Design Hand Fan / Bag / Ball-shaped Chewing Gum

Selected Works

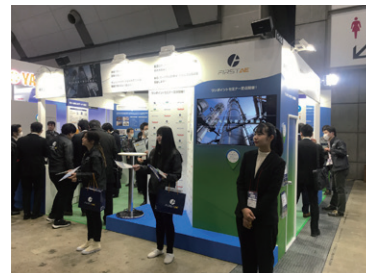
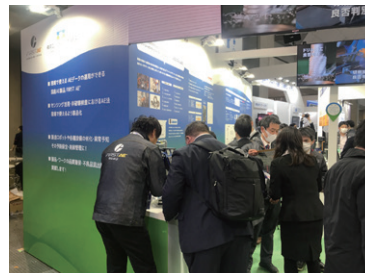
制作実績

BtoB Brand Development

BtoB ブランド支援

SHINWA INDUSTRIES, Inc. 04

Exhibitions Creative Direction / Art Direction Spatial Design: Spatial Designer / Stand Construction: Exhibition Contractor



NEPCON JAPAN 2024 Exhibition Stand Concept / Stand Graphic Design / Display Panel Design



NEPCON JAPAN 2022 Exhibition Stand Concept / Stand Graphic Design / Display Panel Design



NEPCON JAPAN 2020 Exhibition Stand Concept / Stand Graphic Design / Display Panel Design



Tokyo International Industry Exhibition 2019 Exhibition Stand Concept / Stand Graphic Design / Display Panel Design

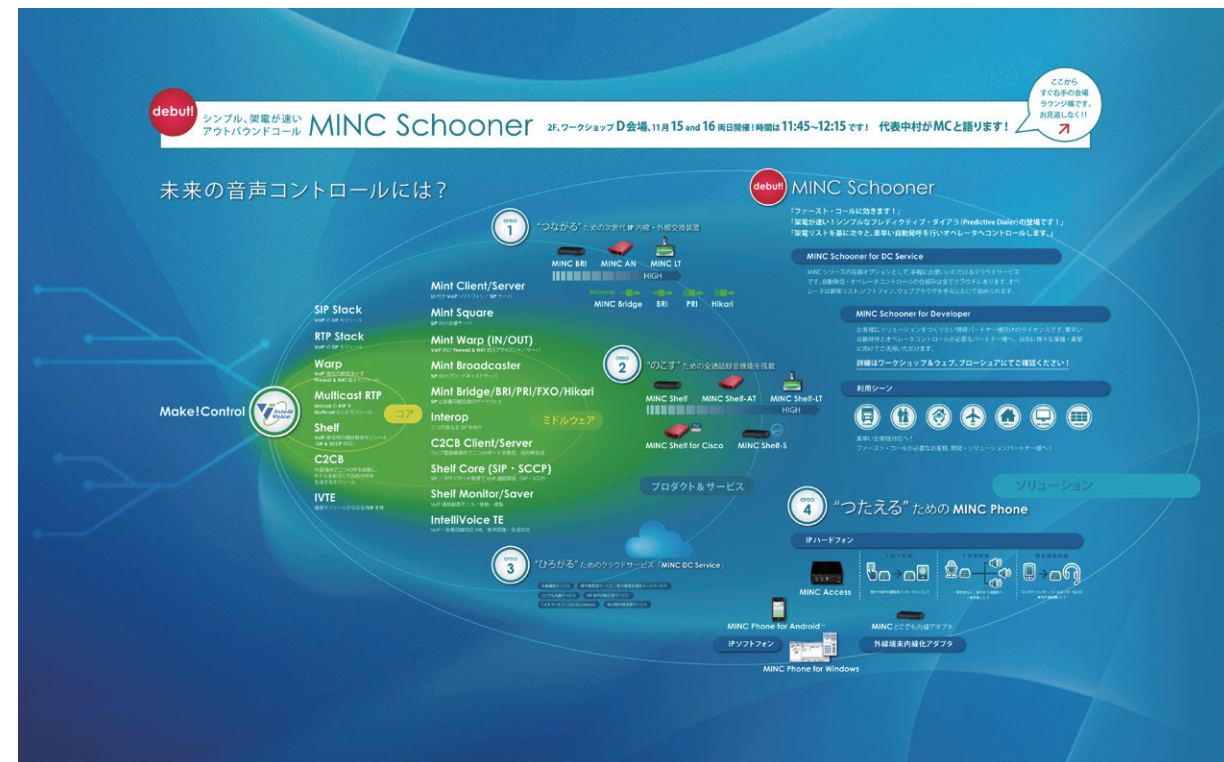
01

制作実績

BtoB Brand Development

BtoB ブランド支援

INTELLIVOICE Co., Ltd. 01 Creative Direction / Art Direction



Exhibition Stand Exhibition Stand Concept / Graphic Layout Design / Stand Graphic Design

INTELLIVOICE, INC. x SHINWA INDUSTRIES, INC. Joint Exhibition Stand
Exhibition Stand Concept / Art Direction / Graphic Layout Design



Display Panels Panel Graphic Design



Counter Display Panels



Exhibition Flyers Graphic Design

Selected Works

制作実績

BtoB Brand Development

BtoB ブランド支援

INTELLIVOICE Co., Ltd. 02 Creative Direction / Art Direction



Product Leaflet Layout Planning / Editorial Design



Product Leaflet Layout Planning / Editorial Design



Product Leaflet Layout Planning / Editorial Design

Selected Works

制作実績

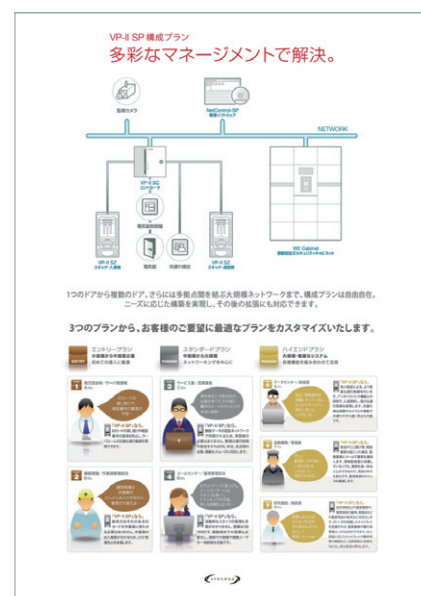
BtoB Brand Development

BtoB ブランド支援

SYNCHRO Co., Ltd. Creative Direction / Art Direction



Exhibition Stand Exhibition Stand Concept / Stand Graphic Design
Spatial Design: Spatial Designer / Stand Construction: Exhibition Contractor



Display Panels Exhibition Stand Concept / Panel Graphic Design



Product Brochure Photography Direction / Layout Planning / Editorial Design



Exhibition Flyers Layout Planning / Editorial Design



Selected Works

制作実績

Corporate Communication

企業コミュニケーション

TOKYU LIVABLE, Inc.



Magazine Advertisement Art Direction / Graphic Design



Recruitment Leaflet Layout Planning / Editorial Design



High-Net-Worth Client Services Leaflet Layout Planning / Editorial Design



Selected Works

制作実績

Corporate Communication

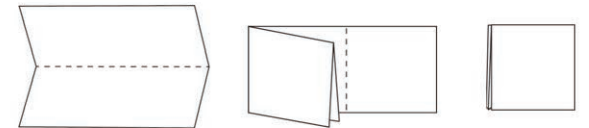
企業コミュニケーション

UCHIDA YOKO Co., Ltd.



Corporate Services Leaflet Layout Planning / Editorial Design

LOTTE Co., Ltd.



Promotional Recipe Booklet Layout Planning / Editorial Design

Selected Works

制作実績

Corporate Communication

企業コミュニケーション

TOTAL ENGAGEMENT GROUP Inc.



Industry Benchmark Report Editorial Design

groo Inc.



Visual Identity and Business Cards Logo Design / Visual Identity Rollout

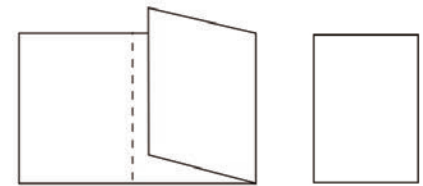
Selected Works

制作実績

Corporate Communication

企業コミュニケーション

MASAKI ENVEC Co., Ltd.



Selected Works

制作実績

Publishing & Editorial

出版・エディトリアル



Kimi-e Bessho, Tachiagaru Chikara

Book Design

Nana Books

Book Cover Design / Photography Direction



Chikako Morimoto, HONKI SWITCH ON Book Design / Train Advertisement

Nana Books Book Cover Design / Graphic Design / Photography Direction

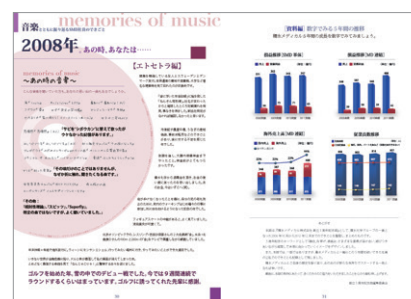


Masaru Yamada, Soup o Uritakereba, Pan o Ure

Book Design

Discover 21

Book Cover Design



Anniversary Book Layout Planning / Editorial Design

Selected Works

制作実績

Publishing & Editorial

出版・エディトリアル



Selected Works

制作実績

Publishing & Editorial

出版・エディトリアル



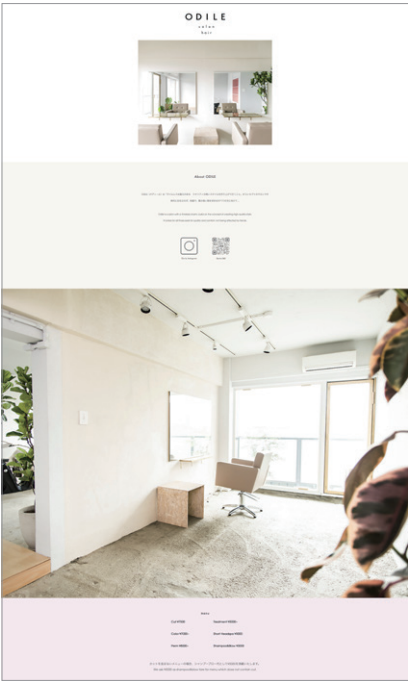
Internal Magazine Editorial Design

Selected Works

制作実績

Selected Graphic Works

その他のグラフィック



Hair Salon ODILE Website Art Direction / Layout Planning / Web Design / Photography Direction Development: Web Developer



Soreike! Tetsunoshin Anime DVD Pony Canyon / DVD Packaging Design / Booklet Design / DVD Menu Design

Digital Capabilities

デジタル領域・Web制作体制

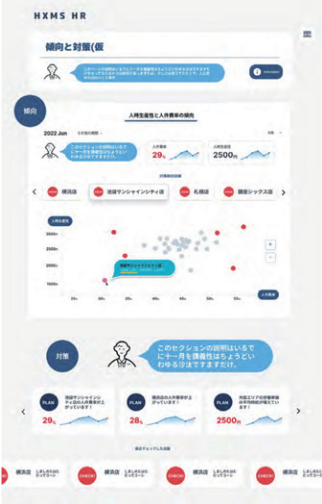
Web Projects

Web制作体制

Web projects are led by STEREOTYPO's web creator. Depending on the project, we can provide integrated creative solutions across both graphic and web design.



SUBARU.jp



JICA KIOSK



NLAG



TOKYU LIVABLE

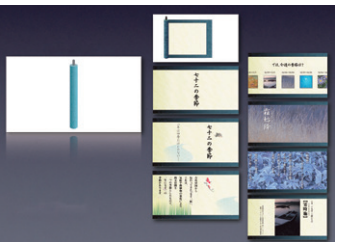


SHISEIDO receipt

Digital Background

デジタル制作経験

During the 2000s, I also worked in web design, HTML coding and Flash content production. I now specialise in graphic design, drawing on my understanding of digital media to work effectively with web creators and other specialist collaborators.



JR East Train Channel Information Programme Concept Video Production



Myojo Foods — Kiwamen

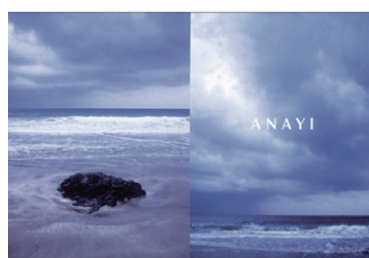


SUNTORY — Iyemon Green Tea with Matcha

Early Career Works

Selected Projects from My Time at O-CTAVE

A selection of projects I worked on as an assistant designer during my time at O-CTAVE.



Thank you for viewing.

STEREOTYPO

Stereo × Typography

Let different perspectives resonate.
Organise information. Communicate clearly.
Shift stereotypes, just a little.



Creative support for your business in Japan

yuko@stereotypo.com
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