



Daniel Campbell
(Canada, 1980)

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Primary skills

- Creative Direction
- Identity & Branding
- Graphic Design
- Website Development
- Photography

English

French

Japanese (Intermediate)

Currently in Atami, Japan

Able to relocate



I'm a freelance creative with experience in the fields of art & design, culture, fashion, architecture, education, hospitality, and corporate.

I am also capable of administrative and technical roles as needed—a unique value to my clients and the agencies I work with.

I am still working with my first client, since 19 years.

PARISI Tour — Vintage car tour of Paris

Creative Direction, Consulting, Identity, Branding, Photography

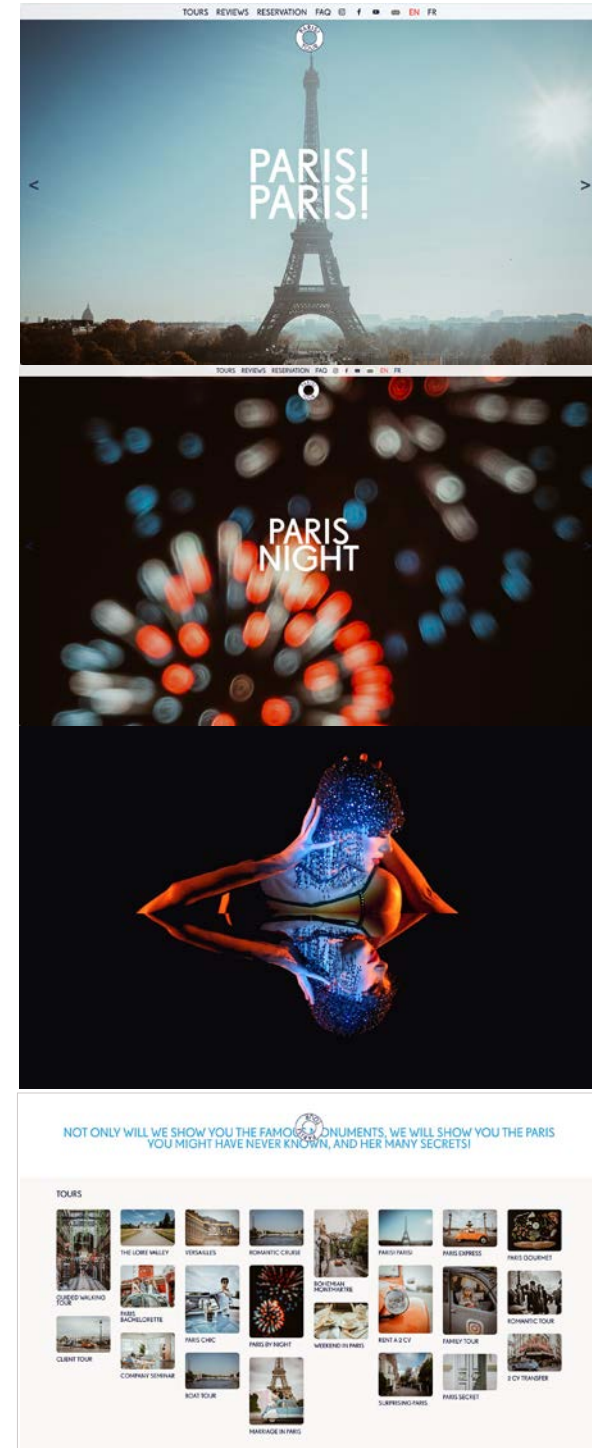
The identity profits from the use of the French national colors and the 'cocarde', which resembles a wheel of the vintage cars they drive.

Website Design & Development

I created a fully customized reservation and payment system using: Ninja, Zapier, Google API, Stripe, Paypal.

Result

The 'full services' job was made with a small budget. Short term & long term value to the client.



Maison ONA — Contemporary music publishing house

I was the cofounder and served as the creative director of ONA and was responsible for all aspects of the identity, re-searching and preparing all materials.

- name, logo & guidelines
- custom typography
- print production, paper, metric formats, binding, packaging

ONA means wave, the fundamental building block of sound. The letters form a circle, square, and triangle, which are 'wave' types in sound design.

Each score opens with a 'washi' textured synthetic paper, embossed with the ONA seal, with Japanese binding, continuing the tradition of music publishing as an artisanal activity, but in a contemporary world.

Result

The identity guidelines, choice of materials and detailed formats ensure longevity for the identity and sustainable and scalable production. The ONA identity has become one the most remarkable European music publishing houses, for it's quality of design and production, which I personally directed.



Palm Maison (Japan) — Fashion Magazine for girls

Creative direction, styling, photography & production



Cafés Saint Pearl St. Germain des Près, Paris
Pavane Parc Luxembourg, Paris

I provide all services for the creative direction of small cafés/
boutiques, including interior design.

