



RYO SANADA

Creative Producer & Designer
Brussels

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I'm a creative producer with over 20 years of experience delivering complex projects across brand content, publishing and artist collaborations, working with agencies, global brands and NGOs across Europe and Asia. Hands-on across production, design, video editing and motion graphics, I can take a project from concept through to delivery without needing to hand off execution. I run Studio Rarekind, a media production studio, and Soi Books, an independent publishing imprint — work that keeps me close to the tools as much as the strategy.

Fluent in English and Japanese.

Education

University of Brighton, UK
BSc Product Design
2000 – 2004

Tools

Advanced: Photoshop, After Effects, InDesign, Premiere Pro, Illustrator

Studio Rarekind — Producer & Designer

2005 – Present · London · Singapore · Brussels

Shoot, edit and produce brand content and campaign films for advertising agencies, global brands and international organisations.

Clients: Nike, Adidas, Levi's, Cathay Pacific, Canon, Tiger Beer, Channel News Asia, MTV, UNESCO, CIFOR, Asian Development Bank, UN Environment Programme

- Ideation and pitching for international brand work.
- Managing a production team and staff of up to 6 people.
- Organising international media productions. Design and editing.

Notable projects:

2016 — UNESCO — Art Direction and Motion Graphics
2022 — Asia Water Forum — Art Direction and Motion Graphics
2021 — RECOFTC — Branding and Graphic Design
2017 — Nike Diversity & Inclusion Video — Producer
2010 — Soka Afrika — Feature-length documentary, Art Director
2008 — Bassweight — Feature-length documentary, Producer

Soi Books — Design & Production

2021 – Present

Design, edit and produce art book titles in collaboration with major arts publishers, working hands-on across layout, image editing and print production.

Clients: Thames & Hudson, Rizzoli USA, Dorling Kindersley, Die Gestalten Verlag

- Ideation and production work for major international publishing imprints.
- Managing junior design staff.

Notable projects:

2026 — True World Skate: The Culture of Independent Skateboarding — Thames & Hudson
2026 — 20 Years of deadmau5 — Soi Books

Stickerbomb — Co-Founder & Author

2008 – Present

Co-founded and designed an international book series exploring sticker and street art culture; working across content curation, layout and design. 800,000+ copies sold worldwide.

- Currently developing the 23rd book in the series.
- Organised local activation events and media content in collaboration with brands such as Levi's and Canon.
- Managing distribution and sales across international markets.

Notable projects:

2016 — Levi's Workshop Event, Shanghai — Brand Activation
2015 — Canon Pixma — Brand Content Video

Additional Experience

BT Sport, London — Motion Graphic Designer
2018 – 2019
Creating sports promo graphics for TV.

