



Yashi Okita Design

It's tough to tell which passion golf or design, tugs at Yashi Okita more. The truth is, he approaches both with the same qualities.

On the course, he overcomes nature's complexity with a keen eye, clean swing and a burst of energy. The same is true of his alter passion: clean energetic designs to illustrate complex subjects.

A native of Tokyo, Yashi is a graduate of Tama Art University and the San Francisco Academy of Art University. After arriving in the United states, he spent many years at advertising agencies as an art director and creative director.

Directing other designers in developing his own concepts though, was like asking a caddy to make your putt.

To get back to hands on work, he founded Yashi Okita Design in San Francisco in 1982. Led by his vision and talented hand, he and his team of writers, illustrators and designers serve high-tech, consumer, medical and financial services clients around the world.

In 30 years, Yashi is modestly proud of a portfolio that shines with award winning designs from leading industry publications and professional organizations.

Currently he is enjoying life with his lovely wife and 2 beautiful cats. Now if he could only hit that first hole in one soon...

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- 1 Jeffry Miller Smokehouse inc., Half Moon Bay CA
Branding for Red River Smokehouse product line series
Smoked Salmon, Salmon Roe, Spread



- 2 Traditional Medicinals, USA
Branding for product line series
Herbal dietary supplement tea
Showing 5 samples out of 36



- 3 D & C Smith Distillery, USA
Branding for bottled fruit liqueur
Blackberry and cranberry liqueur



- 4 Pollack & Company, USA
Pollack Chili Oil
Bottled flavored olive oil



- 5 Black Stone Coffee, USA
New branding for product line series
Vacuum packed can



- 6 Moonstar Buffet Restaurant, CA
Original barbecue sauce
Bottled different flavors



- 7 Serendipity World Cosmetic and Spa, USA
Branding for product line series
Natural organic body care products

