IGOR RENKO

Senior Brand
Designer

PORTFOLIO 2026

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I'm a Senior Brand Designer and Illustrator with 15 years of experience shaping brands through strategy, illustration, and visual storytelling. Over the past seven years at KittoKatsu in Düsseldorf, I've developed brand identities, campaigns, and visual systems that combine strategic thinking with a distinctive illustrative voice.

Beyond branding, I work across photography, animation, and AI-assisted creative workflows, integrating emerging technologies where they enhance the creative process and help transform ideas into compelling brand experiences.

Igor Renko
Senior Brand Designer

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@igor.renko

02 Featured Projects

Client: Lethal Cosmetics
Focus: Brand Strategy, Rebranding, Design System & Packaging

Before





After





Lethal Cosmetics is one of Germany's leading indie beauty brands – bold, expressive, and deeply rooted in its community.

My role was to evolve the brand strategically and create a scalable visual system that would resonate with a new generation while staying true to its existing audience. At the heart of the new identity is the contrast captured in the brand concept: "Beauty with a Bite."

I developed a cohesive design system that seamlessly extends across every touchpoint – from packaging and limited-edition collections to marketing campaigns and digital platforms.

By creating a custom wordmark, a new brand icon, and a clear set of visual principles, we gave Lethal Cosmetics a stronger, more premium, and instantly recognizable brand identity.

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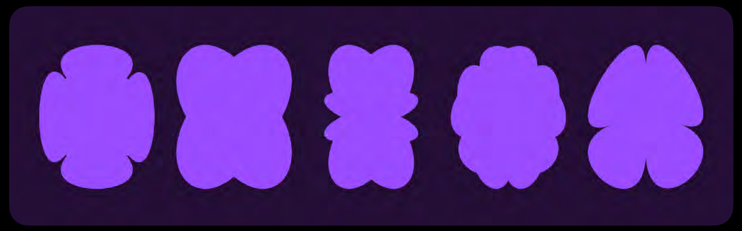



The new brand icon draws inspiration from the infamous belladonna flower – delicate on the surface, yet deadly at its core. This metaphor captures the essence of Lethal: combining the refined beauty of cosmetics with the brand's bold, uncompromising attitude.

xThe custom wordmark and typography echo the sharp elegance of poisonous petals and thorns, reinforcing a visual language that feels both sophisticated and dangerously distinctive.

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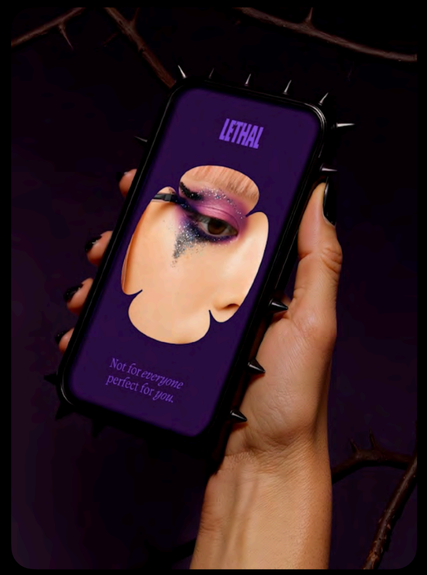












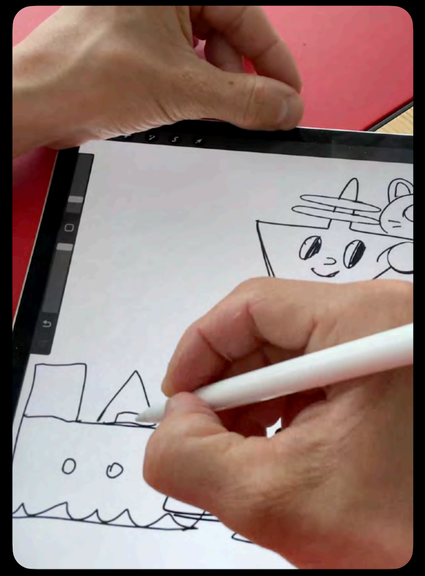
Little Tokyo Map

Client: Visit Düsseldorf
Focus: Art Direction, Illustration, Design System & Print

For the latest edition of the Little Tokyo Map, I collaborated with Visit Düsseldorf and KittoKatsu to create an illustration-driven design system that seamlessly translates across both print and digital media. My role included Art Direction, illustration, and the development of a distinctive visual language that captures the energy, diversity, and cultural identity of Düsseldorf's Japanese Quarter in a contemporary and playful way. To extend the experience across digital touchpoints, I also designed a series of custom 3D characters, creating a cohesive visual ecosystem that connects physical and digital applications.







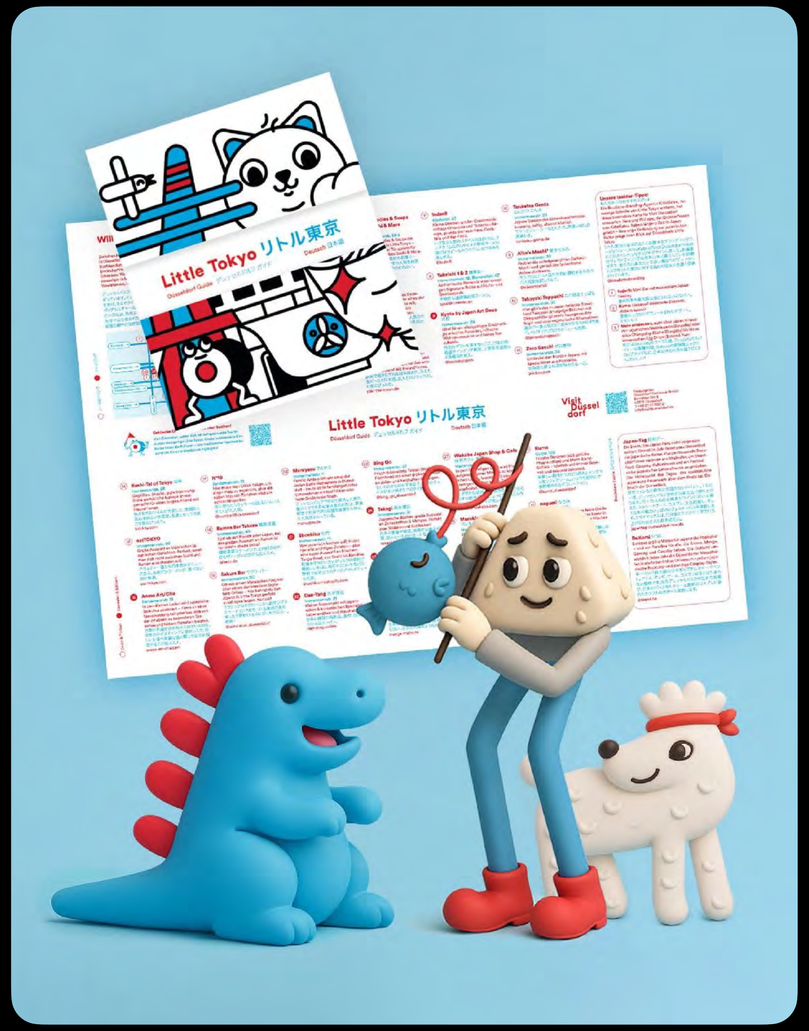




Little Tokyo Map

Kunde: Visit Düsseldorf
Fokus: Art Direction, Illustration, Design System & Print

Annual circulation of over 60,000 printed copies across Düsseldorf, supported by a digital edition.







Kickin' Beats

Client: New Fall Festival GmbH
Focus: Brand Identity, Illustration & Print

Created as part of the UEFA EURO 2024, Kickin' Beats is a music event series that brings together DJs from across Europe, celebrating cultural diversity through the shared language of music and football.

I developed a bold visual identity centered around a distinctive key visual inspired by the motion of a spinning vinyl record. The flexible design system adapts seamlessly across print, outdoor media, and event communications, creating a recognizable and cohesive experience throughout the campaign.





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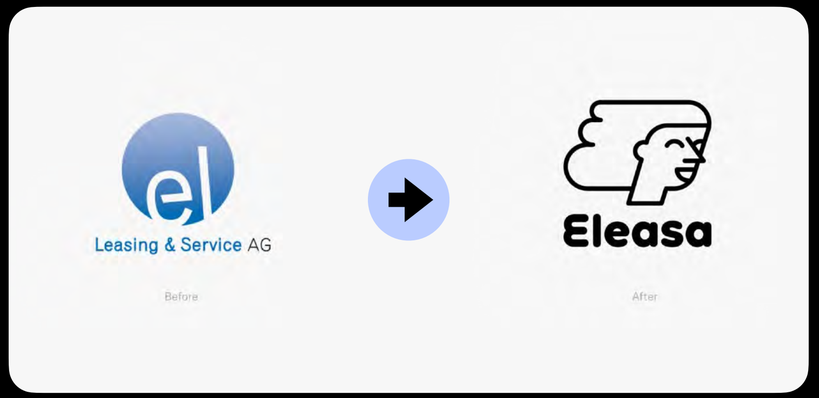
Developed as part of the UEFA European Football Championship, Kickin' Beats is an event series that brings together DJs from different European countries. The concept celebrates Europe's cultural diversity, merging music and football into one collective experience.

The visual identity revolves around a bold key visual inspired by the rotational energy of turntables. Conceived as a flexible visual system, it scales effortlessly across multiple touchpoints, media, and formats.

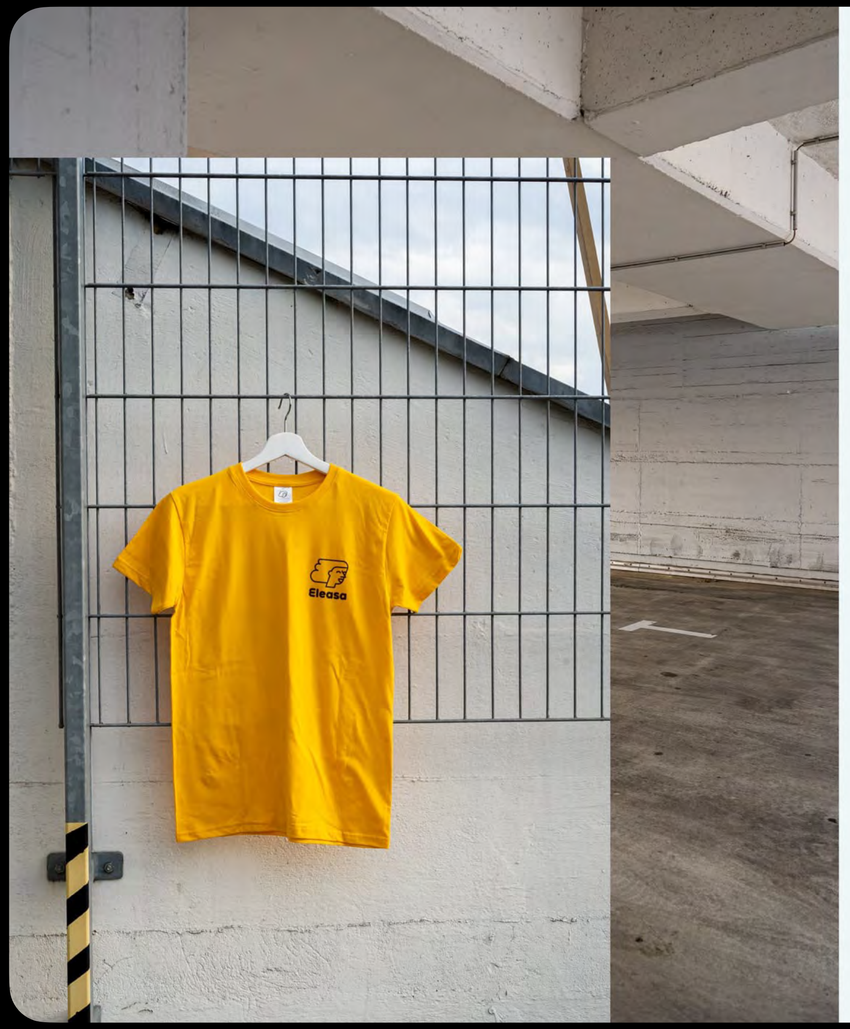
Eleasa

Client: el Leasing GmbH
Focus: Brand Identity,
Brand Positioning, Web Design

Eleasa offers employee benefits through salary sacrifice schemes, shifting the focus from products to the overall customer experience. By blending "leasing" with a personal first name, the brand name creates a more human and approachable identity. The visual identity is centered around a dynamic mascot that serves as the brand's distinctive asset. Paired with a confident, humorous tone of voice and a touch of self-irony, it creates a personality that feels vibrant, memorable, and authentic without crossing into caricature.









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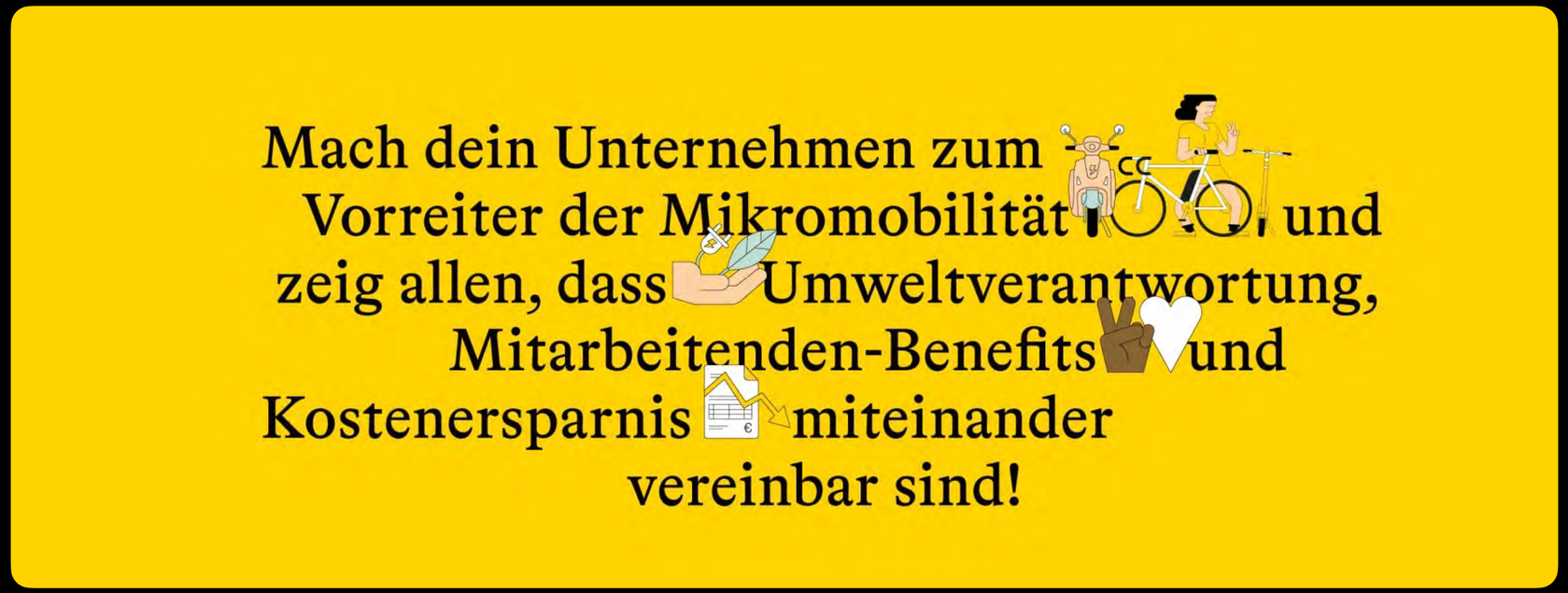

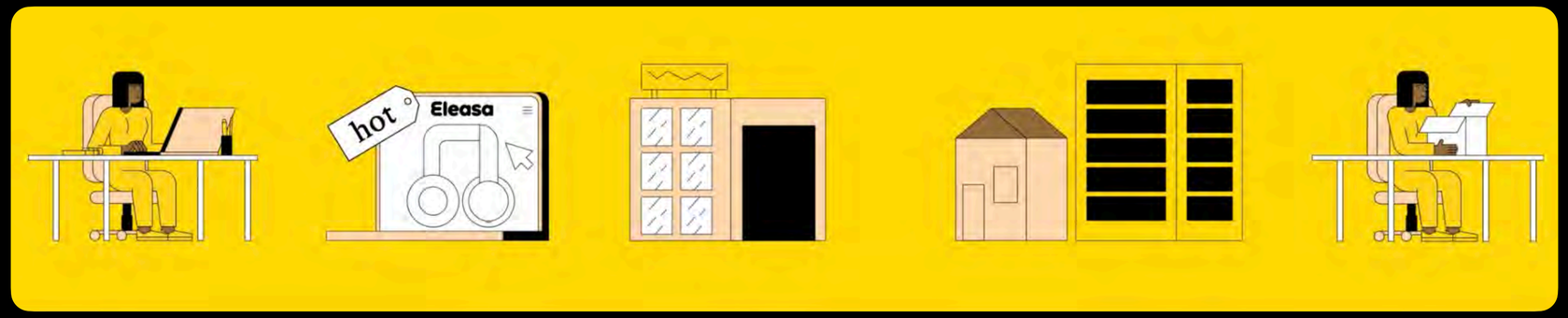



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Austern Fest

Client: New Fall Festival GmbH
Focus: Brand Identity, Illustration & Print





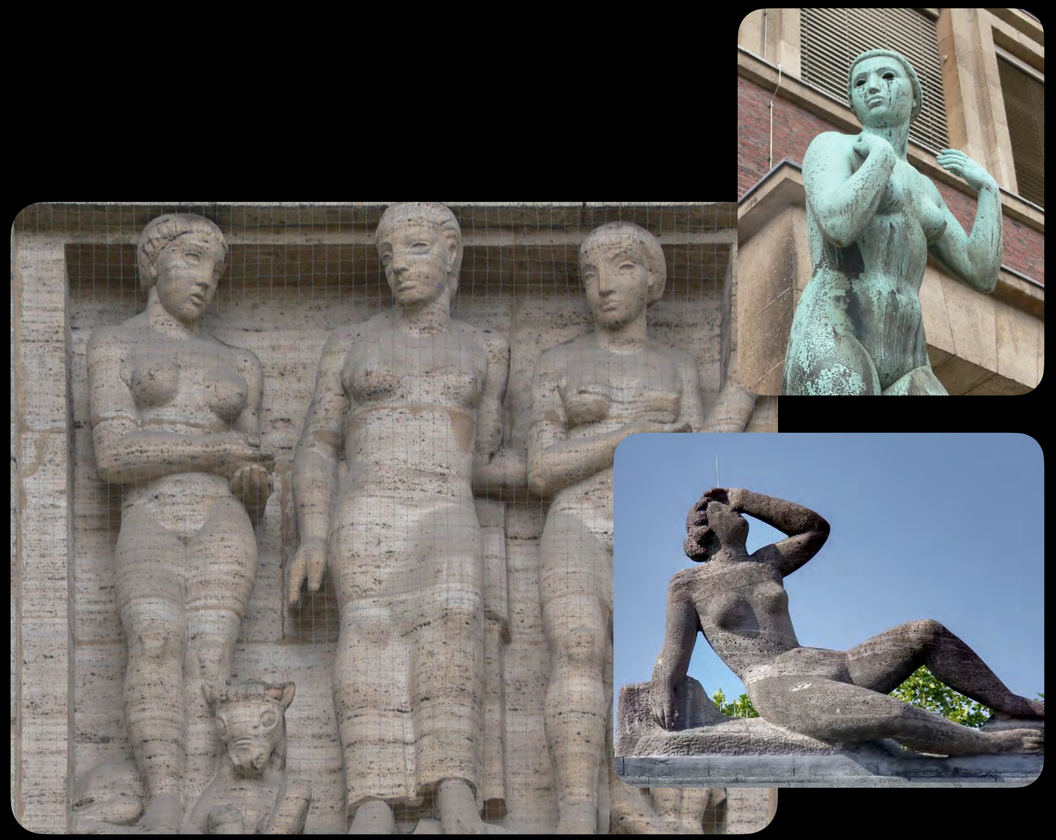


A series of **illustrated posters** created for an event at the **Theatermuseum Düsseldorf**, including the Kittokatsu-designed café in the Hofgarten. Displayed across Düsseldorf for several weeks, the campaign became a visible part of the city's urban landscape.

Ehrenhof Open

Client: New Fall Festival GmbH
Focus: Brand Strategy, Rebranding, Design System, Illustration, Print

Since 2022, **Ehrenhof Open** has brought together a curated program of concerts and cultural events. Inspired by the artworks and sculptures surrounding the Ehrenhof and NRW-Forum, the festival identity translates these artistic influences into a vibrant visual language that captures the spirit of a joyful, open-air celebration.





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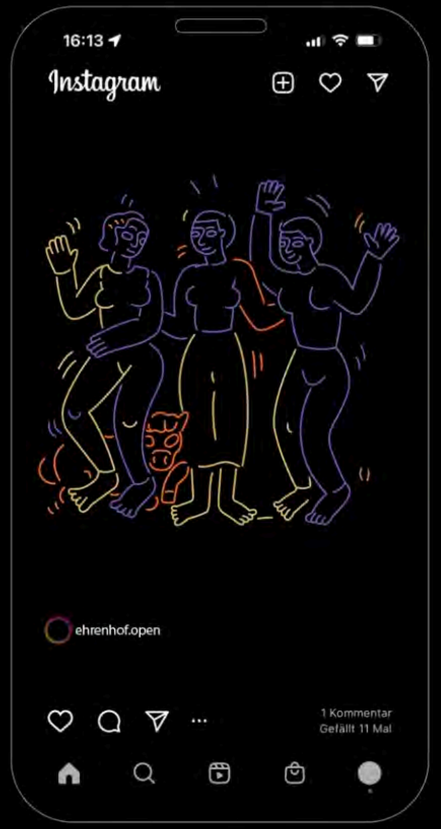

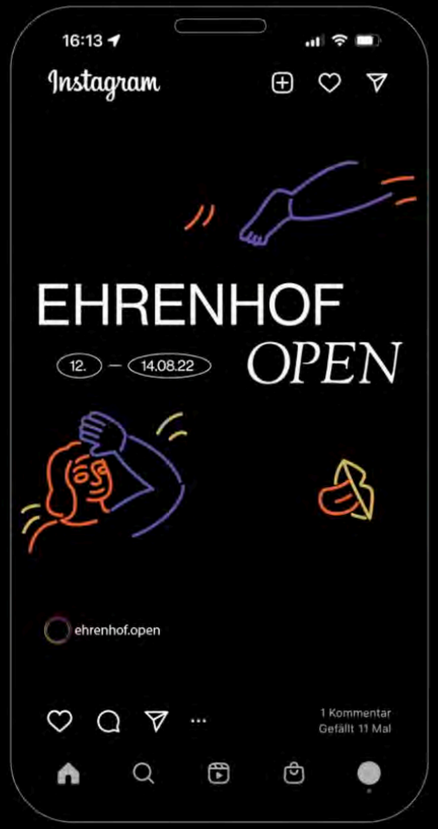



Park Life Düsseldorf

Kunde: New Fall Festival GmbH
Fokus: Corporate Design, Illustration



ParkLife transforms Düsseldorf's parks into vibrant destinations for culture, music, and community. For the 2026 season, I evolved the brand identity into a playful, illustration-led design system – creating a distinctive visual world where nature takes center stage.

New characters, a refined logo, and a bold color palette form a flexible identity that scales seamlessly across posters, social media, merchandise, and on-site communication. Celebrating ten years of ParkLife, the refreshed identity feels both inviting and instantly recognizable.

I was responsible for the creative direction, concept development, sketches, and the overall visual language. The final imagery was produced with AI, based on my original concepts and artwork.

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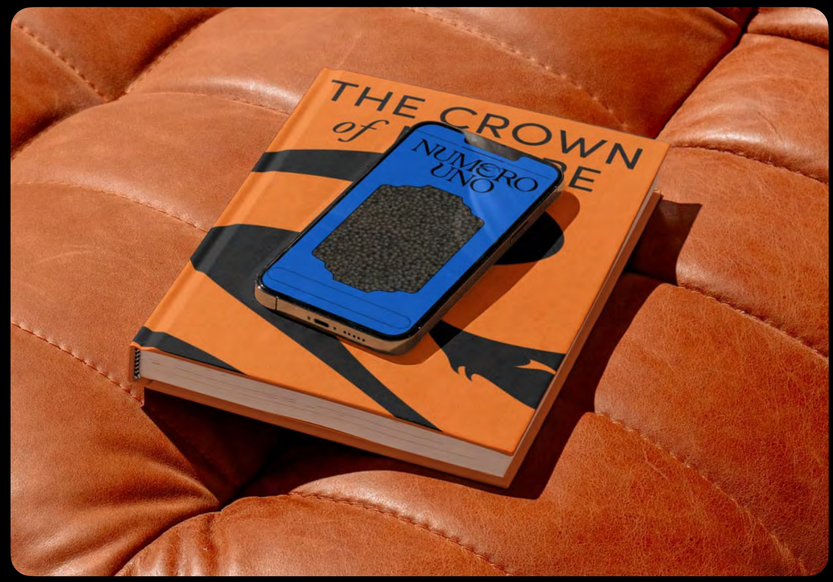
Numero Uno

Client: NUMERO UNO GOURMET TRADING
Focus: Corporate Design, Packaging







Created the brand identity and packaging for an international premium caviar brand. Drawing inspiration from Art Nouveau, the visual language balances classic elegance with a bold, contemporary aesthetic.

In addition to the identity system, I contributed to the brand positioning, storytelling, and core messaging, helping define a distinctive voice and market presence.

The outcome is a premium brand that stands apart through a sophisticated identity and a clearly differentiated positioning.

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CYC T-shirt

Client: CYC
Focus: Corporate Design, Illustration

Illustration and merchandise design created for the second anniversary of a bicycle shop in Merschbuch. An exclusive artwork was developed for a limited collection of T-shirts, sweatshirts, and tote bags, with a portion of the proceeds donated to **World Bicycle Relief**.

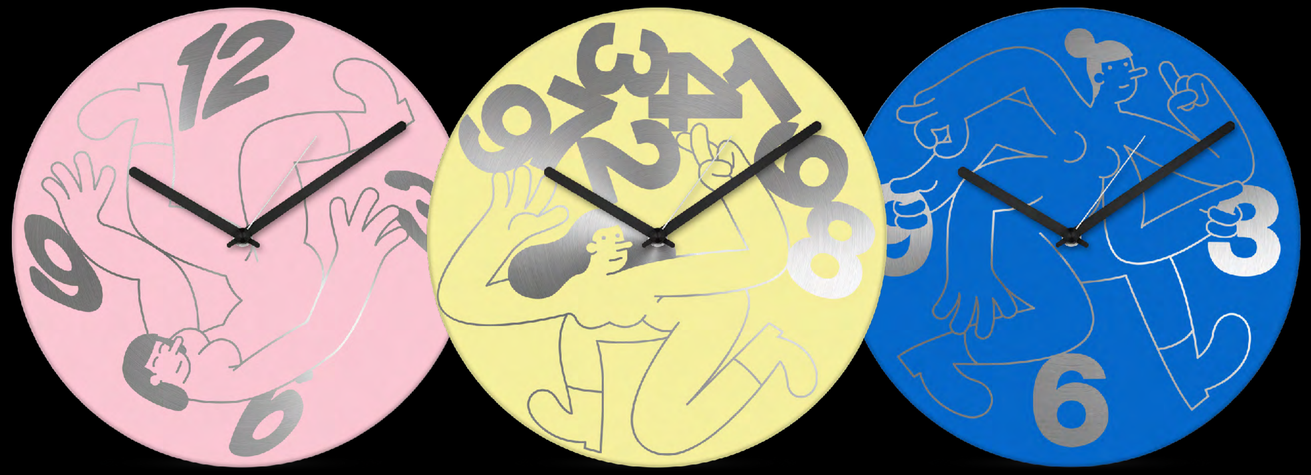




Type O'Clock

Client: Type O’Clock
Focus: Illustration

Collaboration with **Type O'Clock**, a Düsseldorf-based watchmaker. Created a series of three illustrations for stainless steel watches, combining clean graphic aesthetics with a distinctive narrative character. Learn more at **typeoclock.com**.





Rund um die Kö 24

Client: Rund um die Kö
Focus: Illustration





Created an original T-shirt illustration for Rund um die Kö, Düsseldorf's iconic cycling race. Developed in collaboration with Mats Kubiak (G31 Studio), the artwork celebrates speed, movement, and the vibrant atmosphere of the event.

Rund um die Kö 25

Client: Rund um die Kö
Focus: Illustration

Created the visual concept and artwork for the official photo backdrop of Rund um die Kö 2025. Designed as a striking landmark within the event space, the installation strengthened the event identity while providing an engaging backdrop for visitors and media.





Oluno

Client: Klosterfrau Health Care
Focus: Packaging



Oluno is the name and brand identity of a plant-based sleep aid developed for one of Europe's leading healthcare companies. The name is inspired by the Hawaiian phrase "olu olu", evoking a sense of calm and lightness while subtly referencing night (Noctem) and innovation (Nova).

The packaging design is centered around flowing sleep waves that visualize the three stages of sleep and communicate a feeling of weightlessness and relaxation.

Moving away from the conventional blue-and-white visual language of sleep products, the identity embraces warm colors, refined graphic design, and playful illustrations that highlight the product's natural ingredients.

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03 Selected Logos

Selected Logos

oyono





MR BENS CAFÉ

UDH

Poo dini



wekita.

PARK LIFE

AWA

CHAMMI

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