

ellie ohiso

CREATIVE INSTIGATOR

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portfolio

A SMALL SELECTION OF RECENT WORK

green door magazine

13 ISSUES from 2011-2014



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project highlights

QUARTERLY NICHE PRINT MAGAZINE

Over three years and 13 issues, Ellie Ohiso and Akira Ohiso co-founded the popular quarterly niche print publication, Green Door Magazine.

Based in the central Hudson Valley of New York State, Green Door Magazine espoused the benefits of country living in a socially conscious society, while retaining an attachment to the realities of urban life. It was 'a journal of responsible living,' as the magazine profiled artists, residences, food, wine, local farms, events and the evolution of transplanted city-dwellers.

The editorial vision was that living away from big cities does not mean losing important values and elements of your lifestyle. The magazine targeted successful and success-minded New Yorkers seeking a more comfortable lifestyle without having to give up what matters. Green Door served a readership of local Catskills and Hudson Valley residents and second-home owners, primarily based in and around Metro New York City.

Green Door Magazine's editorial content informed city dwellers about the quality of rural life and communal principles and encouraged interaction and participation among those who have sought out country life for a primary or secondary residence. Green Door Magazine was not NY unplugged, as much as it was NY wireless, a seamless part of a greater New York State.

arcsight

2020 - PRESENT



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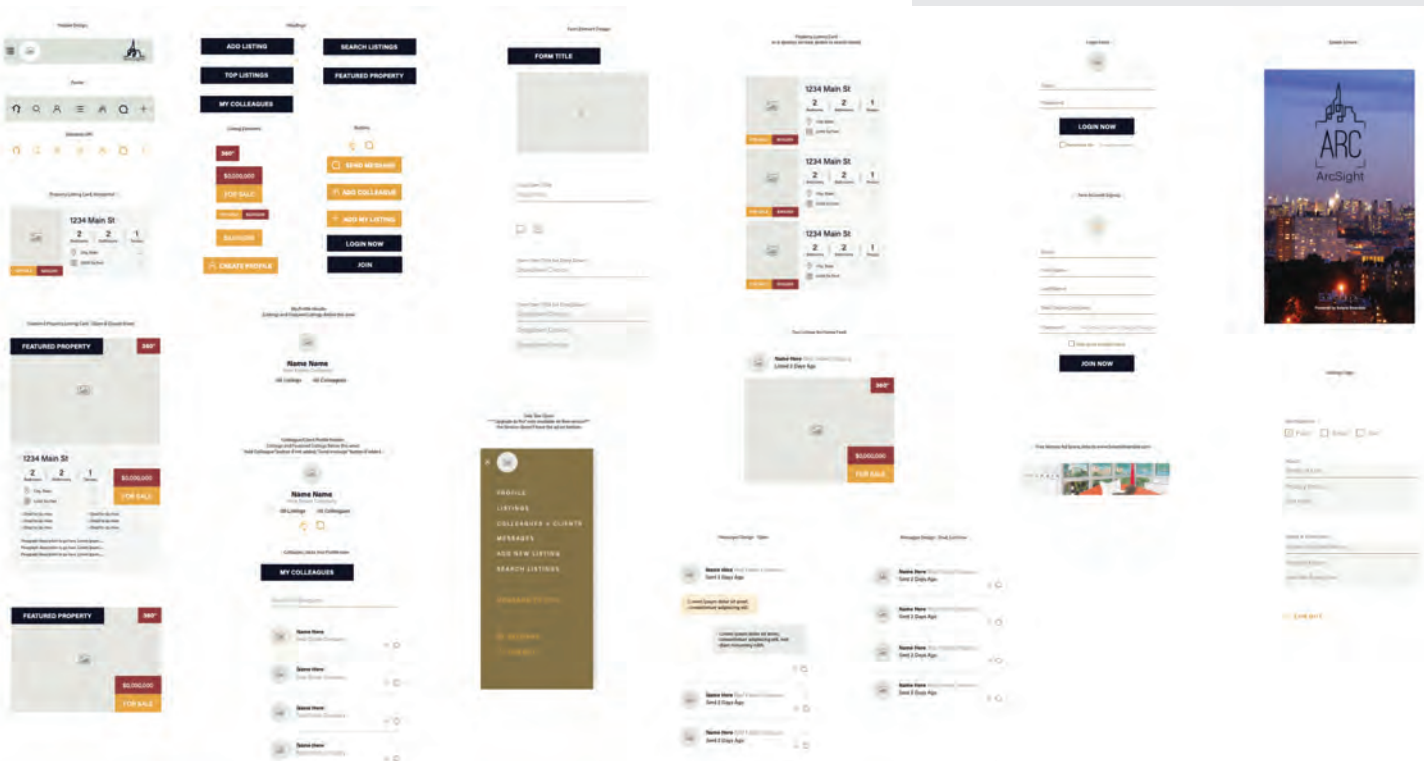
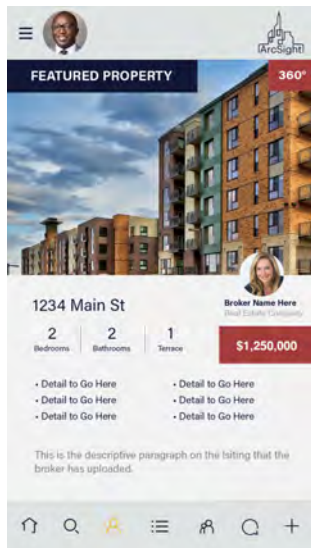
REAL ESTATE APP

A social network for brokers. Enables brokers to manage listings and share them with colleagues and clients.

Project elements included:

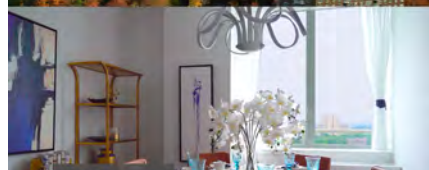
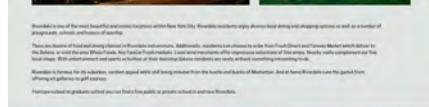
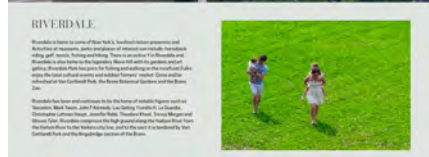
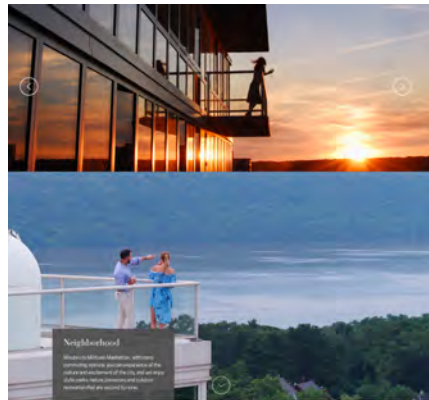
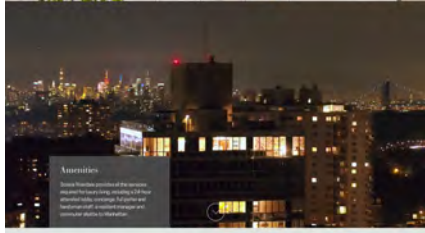
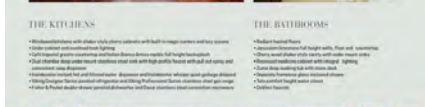
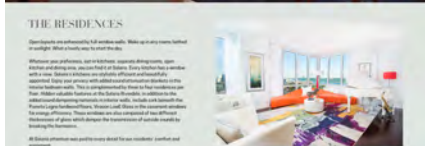
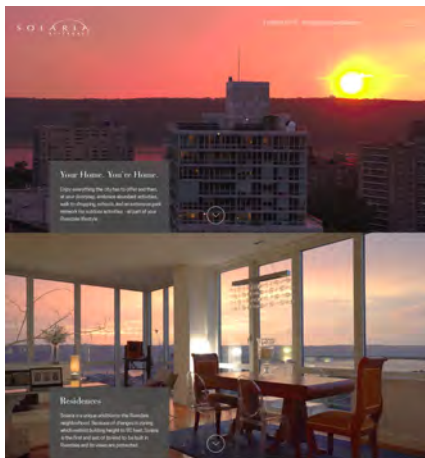
- Complete UI Design
- Coordinated with developer team to manage entire project
- Web, Email and Social Media Design and Marketing
- Available for download on Apple App Store and Google Play

For More Info:
arcsight.co



solaria riverdale

2010 - PRESENT



RESIDENCE	BEDS	BATHS	SQ FT	BALCONY	PRICE	SQ FT	CELESTES	FLOORPLAN
101	2	2.5	1,400	200	\$960,000	\$400	\$1,870,000	DOWNLOAD PDF
102	2	2	1,400	400	\$1,100,000	\$700	\$1,870,000	DOWNLOAD PDF
103	2	2	1,400	200	\$1,100,000	\$700	\$1,870,000	DOWNLOAD PDF
104	2	2.5	1,700	200	\$1,100,000	\$700	\$1,870,000	DOWNLOAD PDF
105	2	2.5	1,700	200	\$1,100,000	\$700	\$1,870,000	DOWNLOAD PDF
106	2	2.5	1,700	200	\$1,100,000	\$700	\$1,870,000	DOWNLOAD PDF
107	2	2.5	1,700	200	\$1,100,000	\$700	\$1,870,000	DOWNLOAD PDF
108	2	2.5	1,700	200	\$1,100,000	\$700	\$1,870,000	DOWNLOAD PDF
109	2	2.5	1,700	200	\$1,100,000	\$700	\$1,870,000	DOWNLOAD PDF
110	2	2.5	1,700	200	\$1,100,000	\$700	\$1,870,000	DOWNLOAD PDF



Learn More About Solaria

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project highlights

LUXURY CONDOMINIUM BUILDING

Online and print marketing for a luxury condo building in Riverdale, NYC.

From logo to floorplans, from website to all printed collaterals, from email marketing to realtors to designing model homes, Ellie Ohiso handled all the day to day details of marketing this luxury condominium to people priced out of Manhattan and looking to the Outer Boroughs.

Building is nearly sold out, and recently handling resale marketing in addition to regular duties.

Website has been redone multiple times over the years to accomodate new and existing technologies.

More recent projects include:

- High end art show in partnership with a Benrimon, a NYC gallery in a penthouse model home to bring in interested buyers
- Producing a series of film shorts to play in NYC taxis highlighting life in Riverdale, NY
- Broker Events and Open Houses
- Print campaigns for The New York Times

green door magazine

PEOPLE'S CLIMATE MARCH POSTER DESIGN from 2014



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WINNING POSTER DESIGN FOR THE PEOPLE'S CLIMATE MARCH

On September 21, 2014, the largest climate march in history occurred. The People's Climate March created a global marketing campaign in the weeks leading up to the march, and created a design contest juried by the likes of Shepherd Fairey, Moby, Swoon and more.

Among several hundred submissions, my poster design "The Next One Won't Be Biblical" was chosen as the winning poster design. The Ohiso design dominated over 10% of NYC subway car advertising, and was tailored for worldwide distribution (for instance: showing Big Ben drowning on London subway cars with the same tagline.)

Various news outlets covered the design. And for a day the design took over The New York Times homepage.

Featured on:

Huffington Post (8/20/14)

Pacific Standard Magazine (11/21/14)

Mom's Clean Air Force (9/19/2014)



foundry42

2016-2018



FOUNDRY 42 +



“A local pioneer and a miniature ABC Carpet & Home.”
OUT MAGAZINE

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project highlights

RETAIL PROJECT

From branding, online presence, exterior finishes and shopping experience, Ellie Ohiso worked with headmaster Cooper Boone on concept to execution, helping to revitalize a sleepy town in Upstate NY through the retail experience in Foundry42, located in Port Jervis, NY.

Foundry42 was chosen by Home Accents Today Magazine as one of the top 50 retailers in the USA in 2018.

See more at www.F42Home.com

Featured in:

Vanity Fair
Naturally, Danny SEO
Out Magazine

photography for girls

LIMITED EDITION PRINT PROJECT 2015



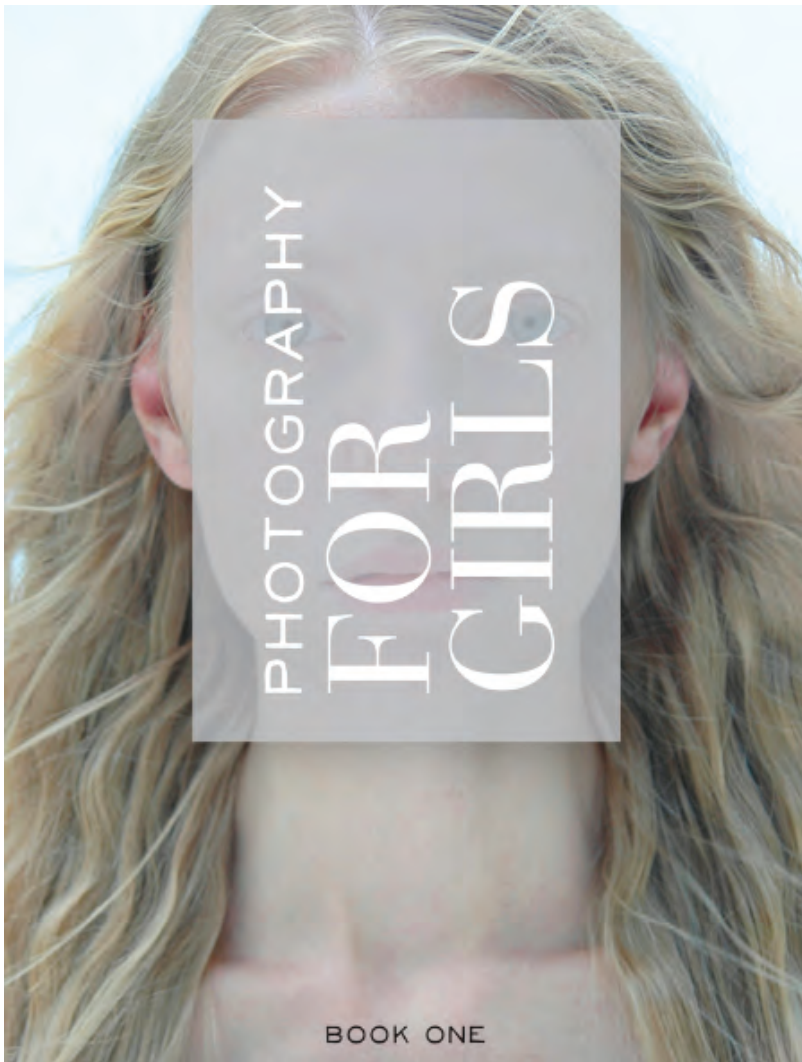
I find myself on film...it is nerve-racking because I don't necessarily like the way I look. I have a much broader sense of photography now than I did when I was younger. It was more superficial when I was first starting out, it was more sparkly and glamorous. I learned that there is so much you can capture behind the lens that you don't really expect to see when you are looking at yourself in photos. When you see the print you say, "Wow, I can't believe she was able to capture that." I wanted to see myself in photos since I usually don't look at myself. I had to face the camera. A lot of Kelly's most raw and beautiful pieces that capture the best of me are the ones where she photographs me at my most vulnerable, where I don't have on makeup. I've learned to transfer that negativity into beauty. I never felt comfortable with the way women are viewed. I thought it was overtly sexual and I tend to be very modest. I don't like when women try to sell themselves because they have long legs and beautiful torsos and beautiful breasts and puffy lips and doe eyes. I think sexuality can be a vulnerability. I never thought sexuality was an admirable quality. I tend to have the physical qualities that people are saying they want. I'm thin, I have long legs, I'm tall, I have blonde hair. I have those qualities that people have always traditionally said they want. I think the female form is beautiful. But I think it can be abused. Part of my background is in teaching. My degree work is in elementary education. One of the things we focus on a lot is that we enter the classroom as unbiased as possible. It's really sad how bias can effect a child's long-term future if the child grows up thinking, well, I can't wear blue and play cars because that's what boys do and people are going to think I'm a boy. The labels that are placed on their foreheads, they are not free. There is no freedom in that.

Star in High Falls, NY

**"I NEVER
THOUGHT
SEXUALITY
WAS AN
ADMIRABLE
QUALITY."**

CASSANDRA

AGE 32, NEW PALTZ, NY
MOTHER



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project highlights

PRINT MAGAZINE

What if women had a say in which photographs represented them? What if the women's faces and bodies were realistically portrayed? What if we heard from those women in their own words about being in front of the camera, their place in society and where they think we are headed?

It all started when Catskills photographer Kelly Merchant happened upon an 1892 Cyclopedia excerpt entitled "Photography For Girls." Text over a century ago lamenting that more women have not gone behind the camera as their delicate sensibilities were peculiarly suited to the art. Photography For Girls: Book One confronts these feminine stereotypes.

With photography by Merchant, interviews by Akira Ohiso and creative direction by Ellie Ohiso, 13 women of various ages, races and professions are photographed and interviewed. The result is an honest, unfiltered look into a woman's world.

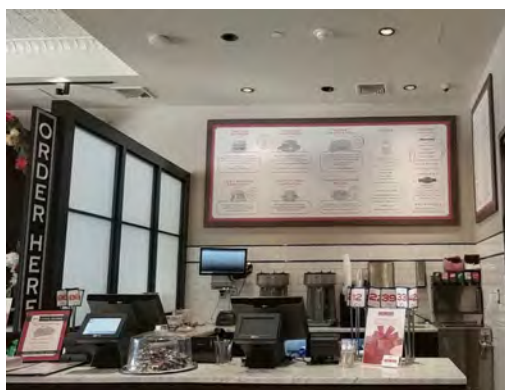
Featured on:

Face Stockholm
WIOX Radio
Chronogram Magazine



the rex

RESTAURANT BRANDING & COLLATERALS from 2018



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project highlights

THE REX PIZZA & LOBSTER

Metro Capital Holdings came to Ellie Ohiso when starting initial branding for The Rex Pizza & Lobster in Mineola, NY.

Project design included logo, signage, store displays, all in store and to go menus, online ordering system UI and other print-collaterals for the store.

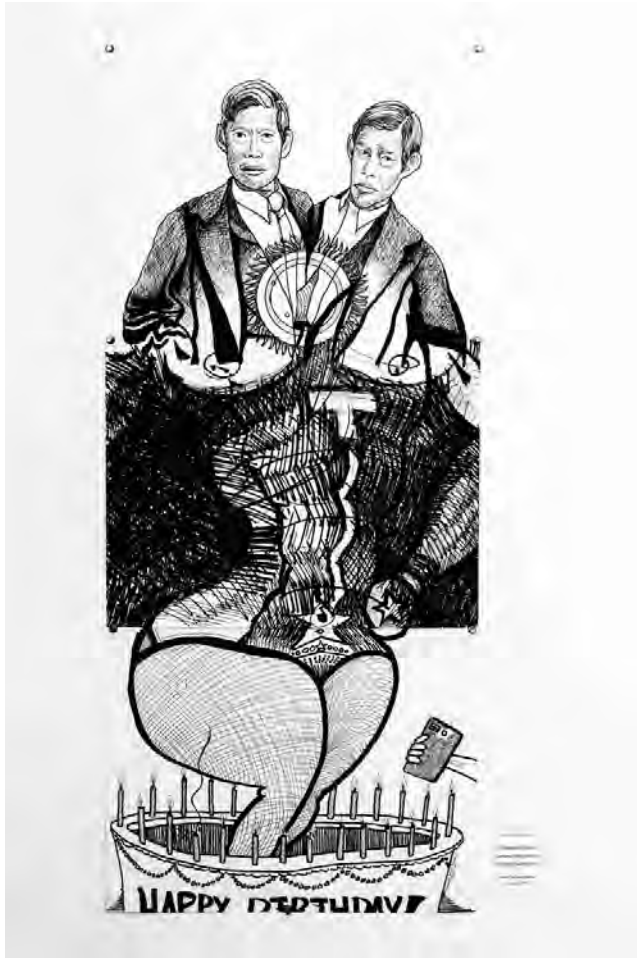
The store has been voted Best of Long Island for the second straight year in a row.

Reviews have included that the aesthetic is "Reminiscent of In-N-Out's burger...only BETTER."



exquisite corpse of the catskills

June 5 - August 2, 2015



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project highlights

INTERACTIVE EXHIBIT

In partnership with the Catskill Arts Society, Ellie Ohiso created a community-driven, interactive exhibition entitled **Exquisite Corpse of the Catskills**. It included an open call to visual artists of the Catskills and Hudson Valley of New York State to participate in a parlor game turned art exhibition modeled after the Surrealist game Exquisite Corpse.

Featured in:

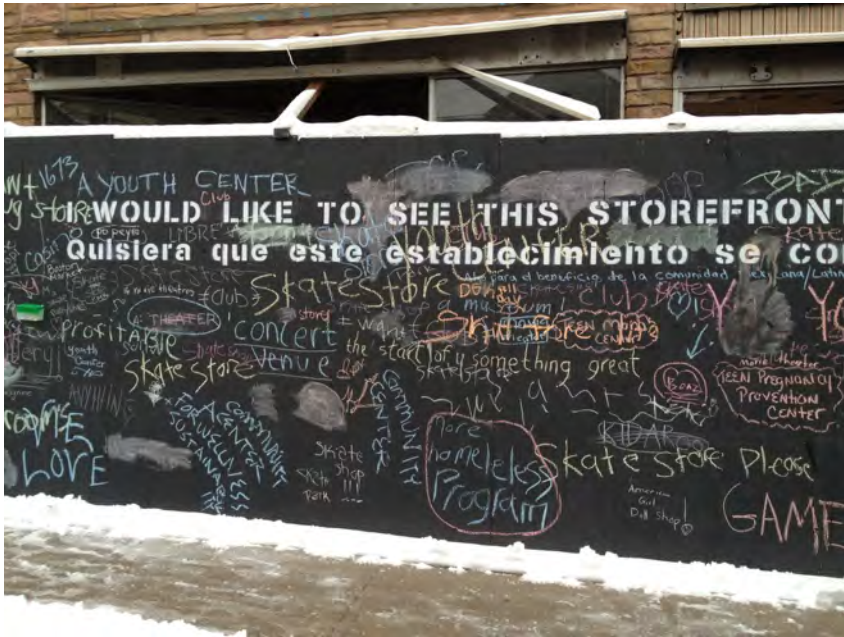
The River Reporter
Watershed Post
Catskill Made

As quoted by me in the Watershed Post article:

“I think it’s really hard being a working artist in general, and more specifically in the Catskills. And the rub is that the Catskills is fodder for all this really great artistic inspiration. So while it’s harder up here, it’s also more possible. For about three to four months in the winter, we can theoretically be producing much of our work in isolation. But we’re all producing in the same place. And we know what it’s like to be producing art in these conditions. And so, yes, there is a unity in that. It’s a blessing and a curse to have an opportunity to reinvent myself after our success with Green Door. Someone told us that Green Door was a three-year public art experiment in what was possible for our area. What I’ve missed the most is the opportunity to attempt grass-roots change through constant experimentation. It took me three years to learn that an idea deemed not feasible can likely be done. The Catskills have been getting a lot of mainstream media attention of late. Exacting positive change here can still feel very pioneering, and it’s a daunting prospect, but there’s a sense of infinite possibility too. Whenever we come up with an idea for a community-driven project, there’s a moment in time where I think ‘Why am I doing this?’ but usually the ‘Why not?!’ ends up canceling that out.”

before i die - liberty

2013



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PUBLIC ART PROJECT

Ellie Ohiso launched a public art project on Main Street in Liberty, NY to engage the community in the future of a major building.

The wall asked the community their thoughts. The walls read, "I would like this storefront to become..." in both English and Spanish.

This wall was born in January 2013 and is featured on the Before I Die website. The project garnered a lot of local media attention.



doodle

2015



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project highlights

INTERACTIVE EXHIBIT

Taking an empty vacant storefront on a depressed part of a small town's Main Street and creating foot traffic by asking the local community to grab a marker and Post-It note, doodle on it, and add to the communal art wall.