



**RUCHA**

The word "RUCHA" is rendered in a large, bold, black, sans-serif font. The letter 'R' is filled with a detailed, grayscale illustration of a woman's face, showing her eyes and mouth. The rest of the letters are solid black.

## **About**

Rycha is a multidisciplinary creative specializing in print, digital, and event media, collaborating with brands across entertainment, music, and lifestyle.

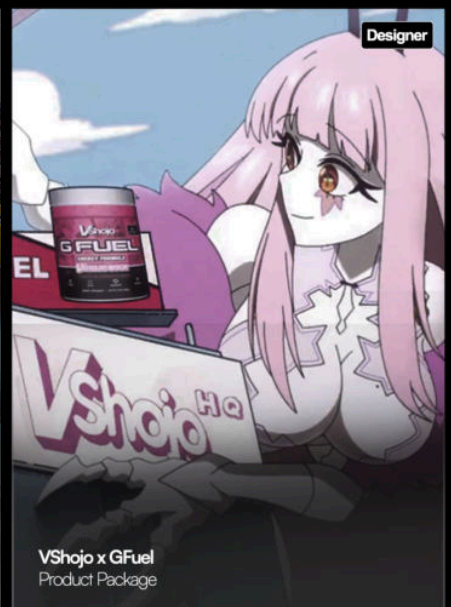
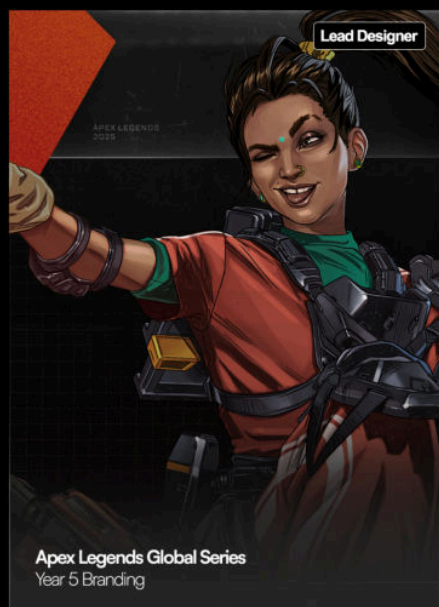
**Clients**

Electronic Arts  
The Guard  
DarkZero  
VShojo

**Capabilities**

Brand & Visual Design  
Art Direction  
Print & Event Media  
Digital, UI & UX Design  
Concept Art & Storyboarding  
Creative Consulting

Previous Projects



## Project focus

# Apex Legends Global Series Championship

## Overview

Electronic Arts approached us to deliver full creative coverage for their LAN tournament ranging from exclusive event branding and environmental signage to a multi-channel marketing campaign across Sapporo Train Station, Sapporo International Airport, and major hubs in Tokyo and Sapporo, Japan. Extending beyond the campaign, our team also handled product design for apparel, stickers, album covers, and event passes, as well as live graphic coverage for social platforms and broadcast throughout the event.

Our objective was to develop a cohesive visual identity that not only aligned with the event's location and culture but also captured the high stakes and excitement of the competition.

## Role & Contributions

### Lead Designer & Art Director

Branding & Logo Design

Key Art & Visual Identity

Social Media & Marketing Graphic Assets

Live Event Graphics / Broadcast Content

Environmental & Physical Event Branding (Signage, Wayfinding)

Ad Campaign Design

Album Cover Art

UI & UX Design

Merchandise Design

Concept Art









## Project focus

# Apex Legends Global Series Year 5 Branding

## Overview

Electronic Arts engaged us to develop a refreshed visual direction for the ALGS, modernizing its long-standing brand identity and aligning it more closely with the core Apex Legends IP.

## Role & Contributions

### Lead Designer

Branding

Social Media & Marketing Graphic Assets

Live Event Graphics / Broadcast Content



# APEX LEGENDS GLOBAL SERIES

CHALLENGER CIRCUIT #4  
**LAST CHANCE**  
VISIT: BATTLEFY.COM/ALGS  
REGISTER BY JUNE 14TH  
AMERICAS, EMEA, APAC

EMEA  
SPLIT 2  
**LIVE NOW**  
MATCH DAY 4  
GROUP A VS GROUP B  
YOUTUBE.COM/PLAYAPEXSPORTS  
TWITCH.TV/PLAYAPEX

PLUSHIE PRE-ORDER  
TWITCH DROPS  
SUNDAY, APRIL 5TH  
EARN THE EXCLUSIVE NESSO CHARM BY TUNING INTO THE BROADCAST OF SPLIT 2 PRO LEAGUE ON TWITCH.  
PLAYAPEXSHOP.COM

# ALGS™

11,500 APEX COINS  
INSTAGRAM  
11,500 APEX COINS  
TIKTOK  
FOLLOW AND COMMENT ON EITHER FOR A CHANCE TO WIN  
APEX LEGENDS GLOBAL SERIES  
NO PURCHASE NECESSARY. ENDS AUGUST 23RD 7PM EDT. SEE DETAILS AND RULES HERE: DICEA.COM/YES2COINSGIVEAWAY

## VERTICAL VIDEO FORMAT

ALGS PRO LEAGUE  
CHAMPS POINTS  
LAST CHANCE QUALIFIERS  
PATHS TO CHAMPS







Thank you for your time