



Claus Boman
graphic designer

Graphic portfolio Q1 2026



Claus Boman

claus@thainestuen.dk

www.bomancreative.com

Danish designer
- living in Asia
works anywhere remotely

Looking for a freelance graphic designer?

Dear you

You are about to open a portfolio filled with creative, well-thought-out, and effective graphic design across both print and digital platforms.

My name is Claus, a Danish freelance designer based in Thailand, working remotely with clients across both Europe and Asia. Projects combine strong visual design with practical execution and real-world application.

The work spans a wide range of disciplines, helping ensure your visual identity remains consistent when developed from a single source. Whether you need printed materials such as brochures, books, product sheets, and packaging or digital solutions like websites, social media, video, or even physical design in 2D and simple 3D, you are in the right place.

Many client relationships are long-term, often spanning more than 10 years. This reflects a high level of trust, consistency, and a deep understanding of each client's business and communication needs.

You will work directly with me throughout the entire process, from first dialogue to final delivery ensuring clear communication, flexibility, and a consistent creative output.

All work is carried out using fully licensed software. Core tools include Adobe Creative Suite (InDesign, Photoshop, Illustrator), as well as Wix for websites, Mailchimp for newsletters and surveys, Adobe Premiere for smaller video productions, and Vectorworks for CAD in 2D and simple 3D. Skills are continuously updated to stay aligned with new tools, workflows, and technologies.

Collaboration works equally well as part of a team or independently, covering everything from concept development to final artwork and production-ready files. Both large and small tasks are handled with the same attention to detail and reliability.

If you would like to know more, the final pages of the PDF include additional background, contact info and practical information.

But first - please step inside and explore the diverse portfolio.

Kind regards,

Claus Boman

Contact information and skills on page 54-55.



Olive by i&K - Visual Identity, Packaging and Point of Sale

Award-winning gourmet olive oil brand Olive by i&K, created by Inger and Kenneth Luciani.

Development of the full visual identity, including logo design, packaging, and point-of-sale materials, with a focus on creating a premium and distinctive brand presence both on shelf and in-store.

The project combined strong visual storytelling with practical retail considerations, ensuring the product stood out in competitive environments while maintaining a consistent and recognisable brand identity across all touchpoints.

The packaging design received international recognition, including a Bronze Award at the London International Olive Oil Competitions, alongside multiple awards for product quality.

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Eksklusiv værtindegave

Superblend fra hjertet af Toscana.

Dalla passione di Inger & Kenneth Luciani

Tel. 71 99 88 75
info@olivebyiandk.com
www.olivebyiandk.com



Advertising materials.



Olive by i&K

PREMIUM
EXTRA VIRGIN
OLIVE OIL



Olive by i&K - Continued

Design and development of logo, packaging, carrier bags, brochures, inserts, advertising materials, and in-store POS materials. The project also included sourcing of bottles from suppliers in China and Italy, as well as photo production and art direction. Previous collaboration with Inger and Kenneth Luciani includes retail interior design and concept development for Baresso coffee shops (Danish chain) during my time at Mads Werner Architects in Denmark.

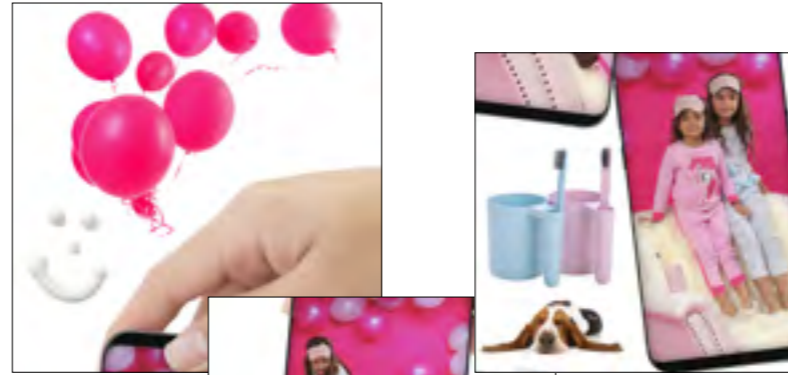
Collaboration: 2000-2002 and 2019-2020

Projects were completed both remotely and through in-person meetings.



Point-of-sale materials for retail stores.





Social media campaigns, studio photography, and concept and idea development. Images were produced in both China and Thailand. The Copenhagen visuals are composed using archive photography.



Lätt Liv - Graphic Design, Social Media and Retail Interior

Lätt Liv is the Chinese-Swedish version of the “Tiger” stores known from Denmark. Invited to lead all visual communication and concept development for commercial interiors in connection with the expansion of the franchise concept beyond Asia.

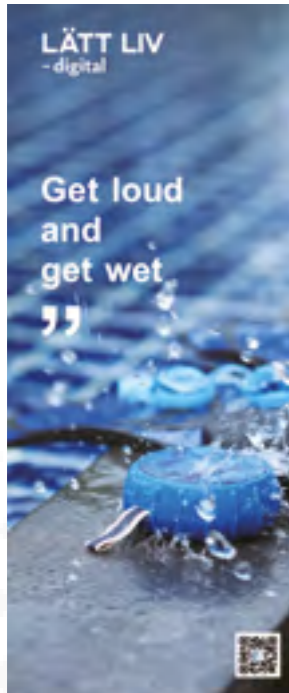
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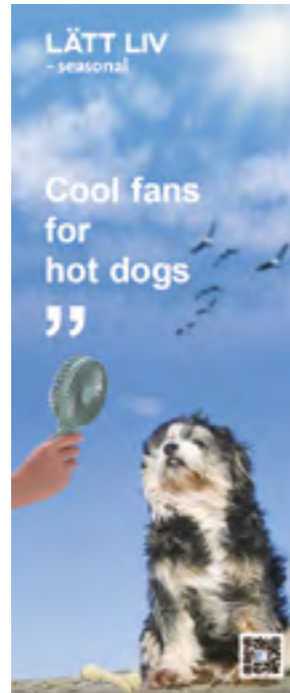
Logo design, implemented in over 500 stores across five continents and on more than 4,000 products and packaging items.

Berling Regular

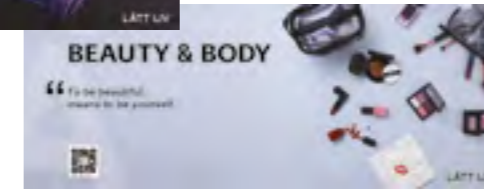
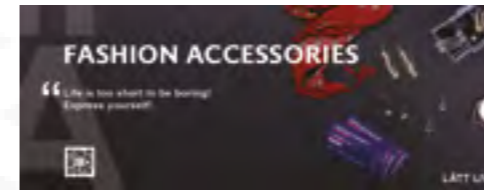
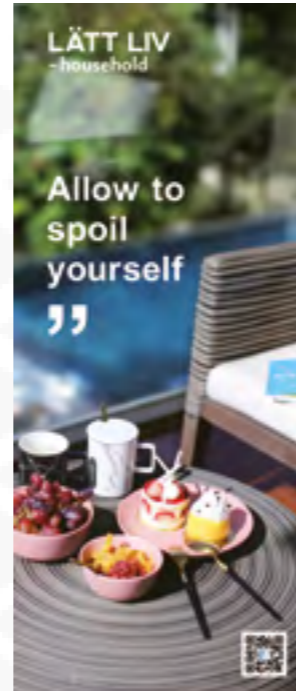
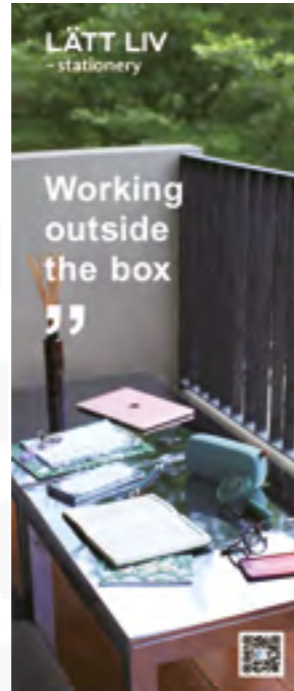
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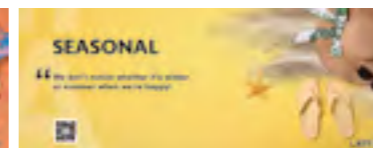
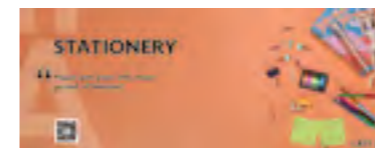
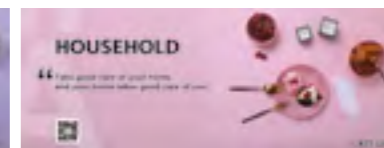
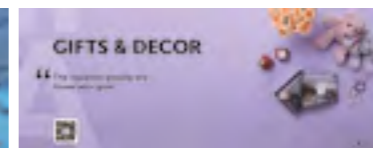
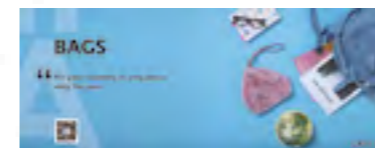
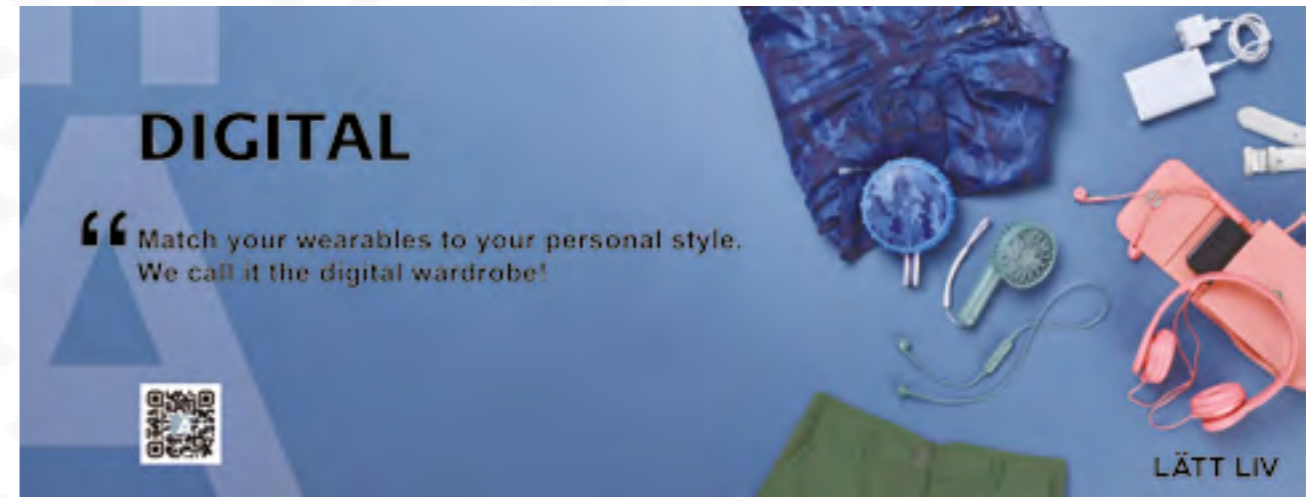
Large-format in-store poster for a waterproof speaker.



The creative work was produced in both China and Thailand.



9 different product categories across Lätt Liv stores worldwide.



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Lätt Liv - Continued

In-store visuals developed for overseas franchise locations. Within 8 months, Lätt Liv franchises were launched across four continents beyond Asia.

The product range is divided into 9 main categories, with approximately 4,000-6,000 SKUs in-store, the majority being modified OEM products.

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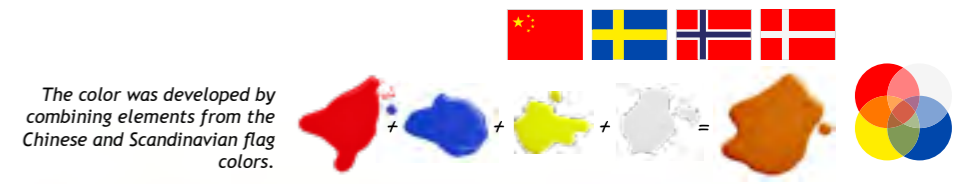
Lätt Liv - Continued
 All Lätt Liv packaging designed using the Lätt Liv visual branding.
 Shown here is one of their larger tea mugs, “Mug Me”, designed to be presented in a playful way in-store using a single packaging solution.



A single packaging design can be repeated displayed with three different front facades in sequence.



The 3D drawings were created in Vectorworks.



Lätt Liv - Continued

Flexible retail interior solutions ranging from small 50 m² stores to flagship stores up to 300 m².
3D CAD drawings were created in Vectorworks.

Collaboration:

Initial contract of 6 months, extended to 13.
Projects completed both remotely and through in-person meetings.





Mads Werner Architects - Architectural Visualization

Architectural visualization of a renovation of a coastal villa overlooking the Øresund Strait, designed by architect Mads Werner. Visualization created using Vectorworks (CAD), Illustrator, Photoshop, and InDesign.



Mads Werner Architects - *Continued*

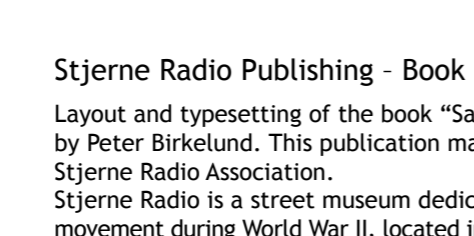
Mads Werner provided hand sketches, CAD files, and drone photography of the existing property. Based on this, precise CAD drawings were developed and exported to Illustrator, then assembled in InDesign. Textures and landscape elements were created in Photoshop using stock imagery.

This workflow allows for fast development of multiple surface and material variations once the base structure is established.

Over the years, we have collaborated on numerous projects.

My involvement has included working closely with his studio and clients on projects such as Esprit retail interiors across Scandinavia, as well as the concept development of Baresso coffee shops, among others.

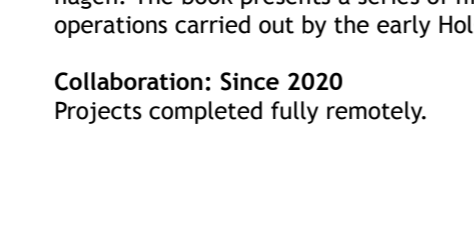
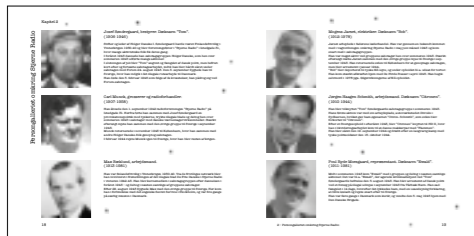
Collaboration: 10+ years
Projects completed fully remotely.



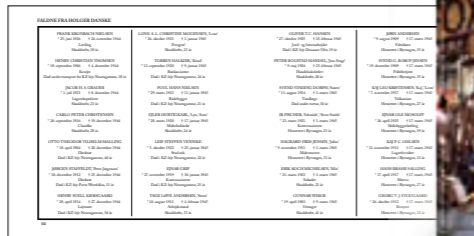
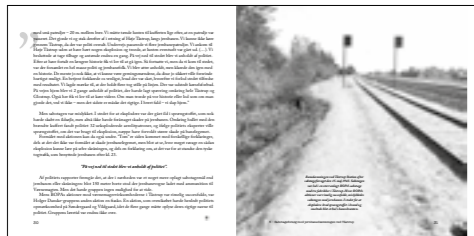
Stjerne Radio Publishing - Book Layout

Layout and typesetting of the book “Sabotørerne fra Stjerne Radio” by Peter Birkelund. This publication marks the first release from the Stjerne Radio Association. Stjerne Radio is a street museum dedicated to the Danish resistance movement during World War II, located in Istedgade, Vesterbro, Copenhagen. The book presents a series of historical accounts of sabotage operations carried out by the early Holger Danske resistance group.

Collaboration: Since 2020
Projects completed fully remotely.



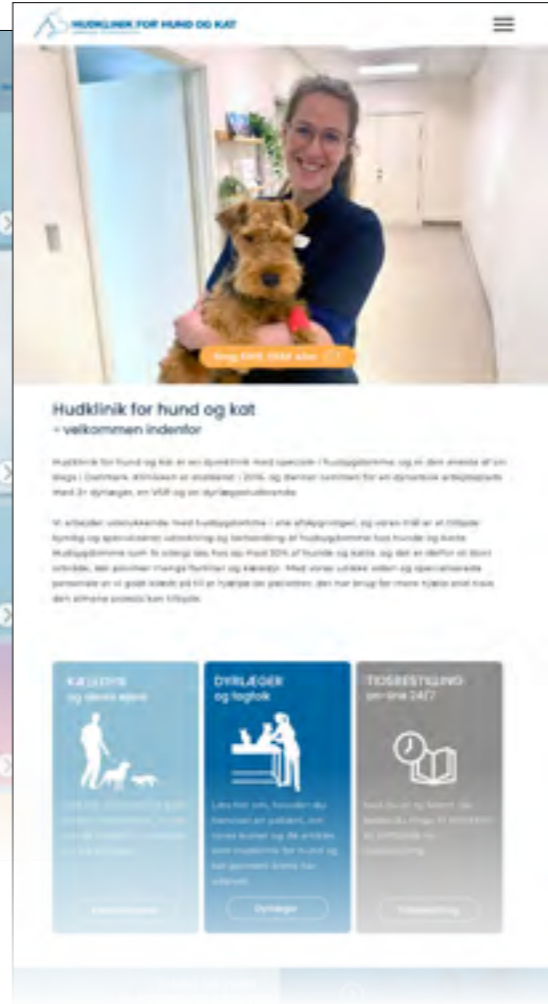
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Websites are built in Wix, optimized for SEO, and tested across both desktop and mobile devices.



page 25 of fifty-six

Skin Clinic for Dogs and Cats - Visual Identity
 Website, newsletters, course invitations, print publications, logo, and more.
 A dynamic veterinary client with a strong understanding of the importance of visual communication.
 Shown here is a small section of the current website design, built in Wix.

www.hudklinikforhundogkat.dk

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A cat mirrored as a tiger, reflecting inner strength, became a popular message and has since been used across multiple applications.

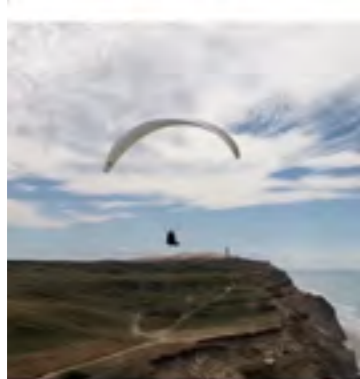
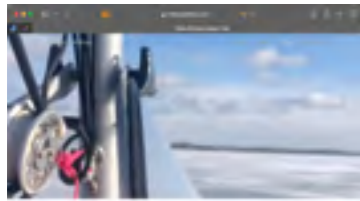


Skin Clinic for Dogs and Cats - Continued

A significant part of the clinic's work involves developing courses for both professionals and pet owners. For this purpose, a wide range of engaging and creative invitations has been developed. The cat and tiger mirror concept was particularly popular, symbolizing inner strength. The image is composed from two stock photos.

Collaboration: 10+ years
Projects completed fully remotely.





Playing is creating!



Tobias Wandrup - Website Design

Tobias Wandrup is a highly skilled and creative designer, known for his dynamic approach and wide-ranging work. His designs include Ørgreen eyewear and Fiskars knives. Beyond his design work, he is an active individual engaged in kitesurfing, ice boat skating, and paragliding.

www.tobiaswandrup.com

Collaboration: Website project.
Project completed fully remotely.



Landing page.



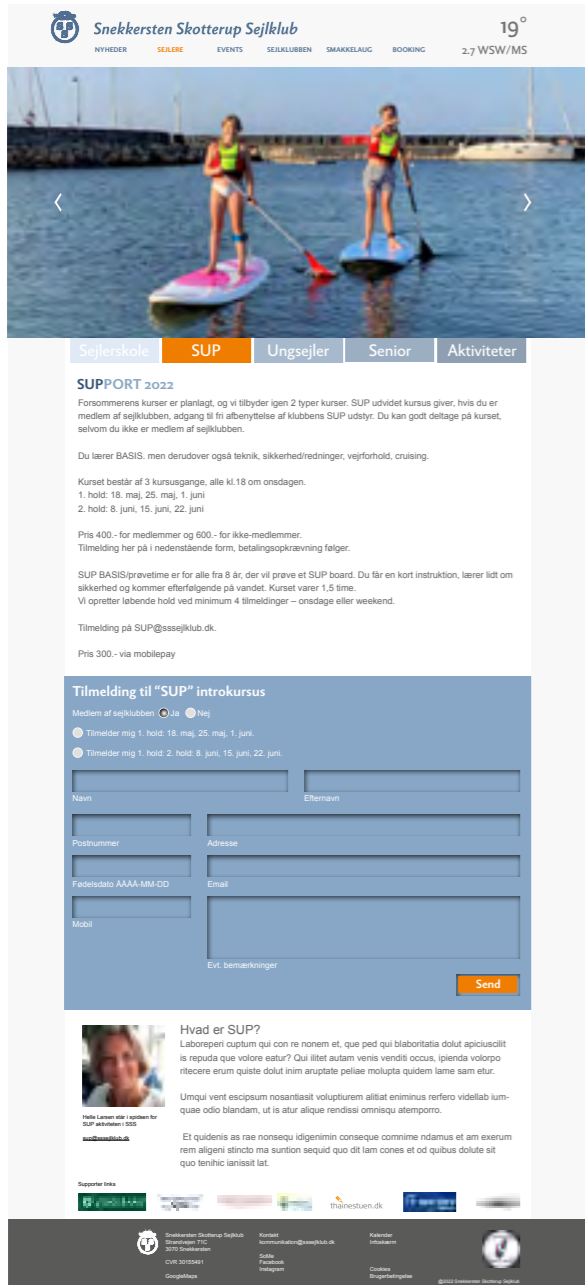
Snekkersten, Skotterup Sailing Club - "Sejl & Vind" Magazine

A local sailing club in Snekkersten, bringing together members of all ages and serving as a social meeting point within the community.

Layout of the club magazine "Sejl & Vind", with a high degree of creative freedom to develop a fresh and engaging visual expression. Responsibilities included layout, graphics, final artwork, and print preparation.

Collaboration: All editions of the Sejl & Vind magazine
Projects completed fully remotely.



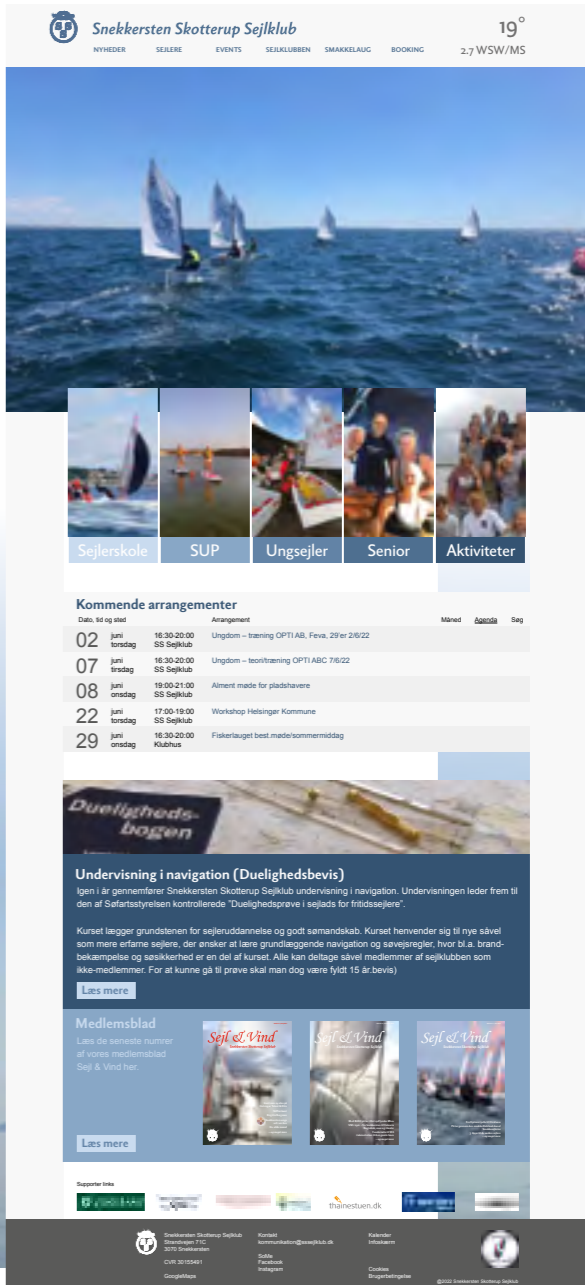


Consistent color palette.

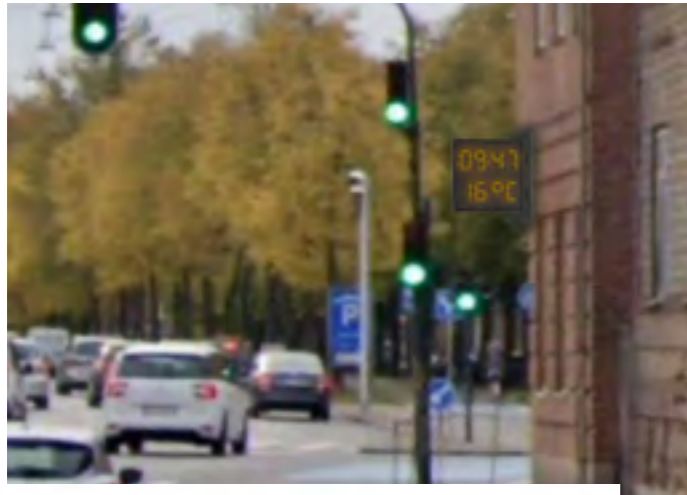
Snekkersten, Skotterup Sailing Club - Website Proposal

Design, layout, and development of a concept proposal for a new sailing club website, including a complete visual redesign of the existing site. The project was well received by the club but has not yet been implemented.

Project completed fully remotely.



kiropraxis



Kiropraxis - Diverse Design Projects

Naming, logo design, visual communication, physical signage, and interior concepts for a new chiropractic clinic, along with a wide range of additional design tasks.

Collaboration: 10+ years

Projects completed both remotely and through in-person meetings.



Buzz-ord er tilpasset hver brochure, og fortsætter kontinuert fra folder til folder forside.



*“Bear 2” - Play Sculpture
This play sculpture measures 90 cm in length, 85 cm in height, and 63 cm in depth, with a weight of 800 kg.*



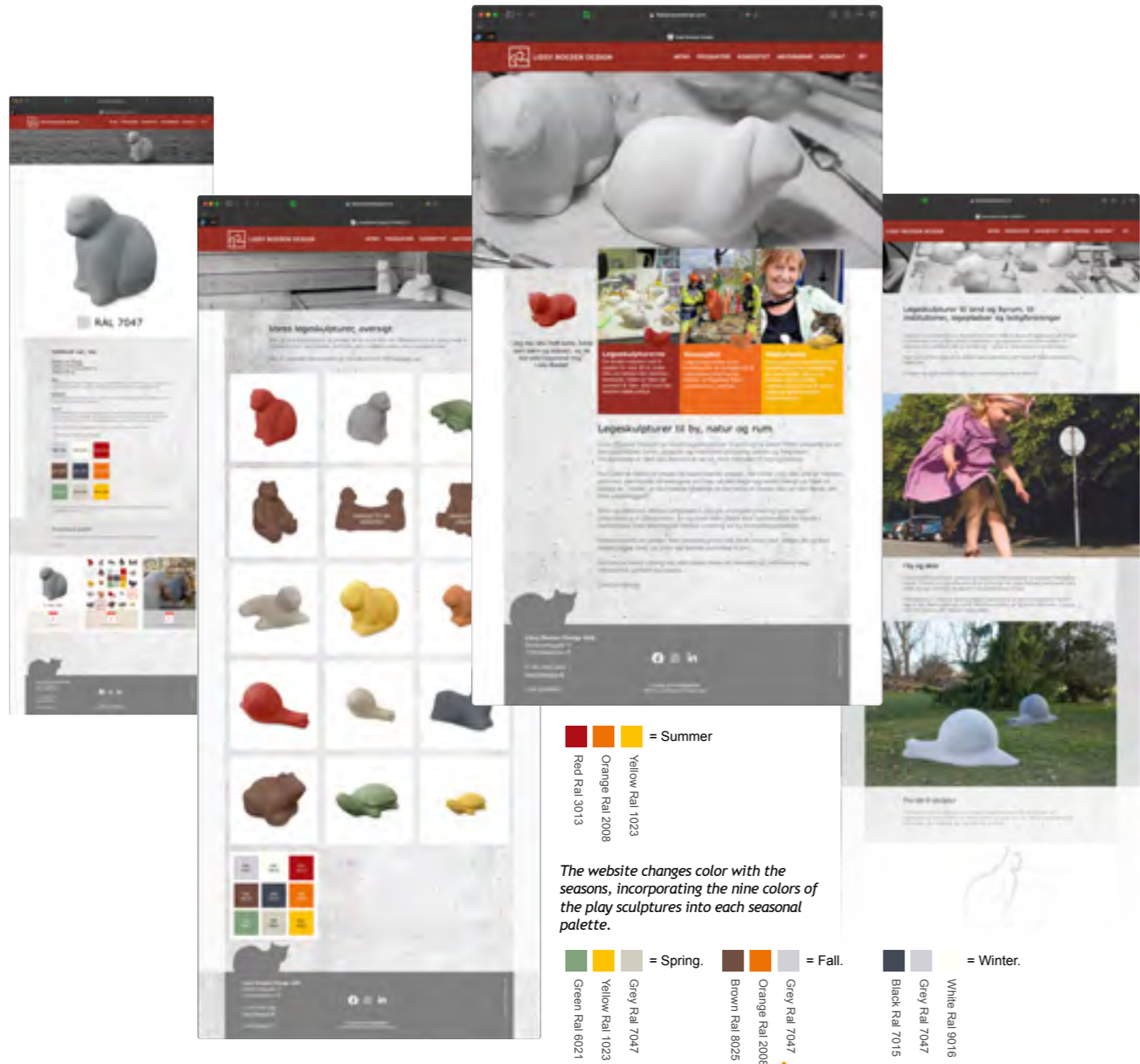
Lissy Boesen Design - Visual Identity and CAD Drawings

Lissy Boesen is an artist and designer who, since 1988, has created a wide range of play sculptures for both urban and outdoor environments, including playgrounds, public squares, pedestrian streets, indoor shopping centres, and hospitals. The sculptures are not only visually distinctive but are designed to encourage play and imagination.

In 2023, a generational transition was initiated, with a renewed focus on the company’s visual communication across both B2B and B2C platforms.

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- ■ ■ = Summer
- Red Ral 3013
- Orange Ral 2008
- Yellow Ral 1023

- ■ ■ = Spring.
- Green Ral 6021
- Yellow Ral 1023
- Grey Ral 7047

- ■ ■ = Fall.
- Brown Ral 8025
- Orange Ral 2008
- Grey Ral 7047

- ■ ■ = Winter.
- Black Ral 7015
- Grey Ral 7047
- White Ral 9016

The website changes color with the seasons, incorporating the nine colors of the play sculptures into each seasonal palette.



Lissy Boesen Design - *Continued*

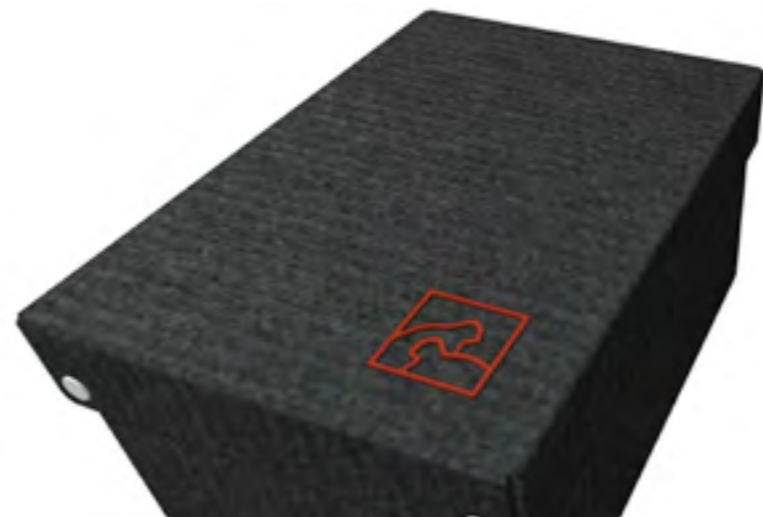
Website design in both Danish and English. The site changes with seasonal color themes, reflecting the same tones as the play sculptures.

www.lissyboesendesign.com

Social media materials and setup of the Meta Business platform. Dealer materials, including a presentation box containing color and material samples, two miniature play sculptures, brochures, and product sheets.

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Social media setup, including Meta Business configuration and content development.



Dealer presentation box including product sheets, brochure, miniature play sculptures, and material and color samples.



Lissy Boesen Design - Continued

The website also includes a “hidden” B2B section where product sheets, CAD drawings, and dealer materials can be downloaded. The project also involved creating color versions of all play sculptures in nine standard colors, as well as redrawing all sculptures in CAD.

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© Lissy Boesen Design ApS



Seal
 Design: Lissy Boesen
 Product number: 0145
 Size, approx.: H:43 L:86 W:58 cm
 Weight approx.: 135 kg

Use
 The sculpture is made for both indoor and outdoor use. It withstand all the seasons of the year, and only become more beautiful with time. When played with and touched, the sculpture gains a smooth surface.

Materials
 Colour pigmented concrete. Since we are dealing with natural materials, colour may vary slightly from cast to cast.

Colors
 The play sculpture is available in our 9 standard colours, defined according to the RAL scale. Please note, all colors are indicative and colour tones may vary from cast to cast. It is therefore recommended to order together if there are several of the same color for a project. The colour of the play sculpture fades slightly over the first few months after they leave production.

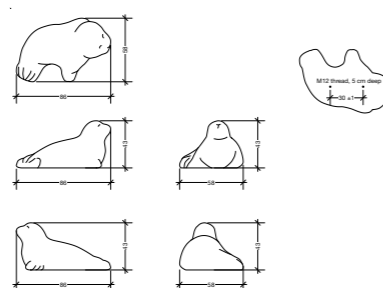
Read more about colours here: www.lissyboesendesign.com/en/colourcodes

The 9 standard colours are as follows (please refer to a RAL sample for exact color):

RAL 7047	RAL 9016	RAL 3013	RAL 8025	RAL 7015	RAL 2008	RAL 6021	RAL 9001	RAL 1023
Grey	White	Red	Brown	Charcoal	Orange	Green	Sand	Yellow

LISSY BOESEN DESIGN

© Lissy Boesen Design ApS



Online
 The product can be viewed online, link www.lissyboesendesign.com/en/seal

Installation
 The play sculpture is made for both indoor and outdoor installation. Make sure the surface can bear the weight of the sculpture and people playing on it. Below the sculpture are two M12 threads, about 5 cm deep for additional mounting.

Anti-graffiti
 All play sculptures are coated with an anti-graffiti treatment for easier maintenance.


Safety
 Each country and location can have different safety standards. Always check and follow local standards before final installation.

Delivery
 Ex factory 4 to 6 (working) weeks. Securely packaged and delivered on europallet.

Disclaimer
 Dimensions are not to be scaled of above drawing. All measurements in centimeter. Deviations can occur in dimension, specifications, and colours. Lissy Boesen Design ApS holds the right to make changes without prior notice. This drawing and all designs herein are sole property of Lissy Boesen Design ApS, Denmark, but can be used for product presentation and implementation in project planning on the above conditions. Do not copy the design.

LISSY BOESEN DESIGN

© Lissy Boesen Design ApS



Sitting cat
 Design: Lissy Boesen
 Product number: 8933
 Size, approx.: H:88 L:98 W:65 cm
 Weight approx.: 545 kg

Use
 The sculpture is made for both indoor and outdoor use. It withstand all the seasons of the year, and only become more beautiful with time. When played with and touched, the sculpture gains a smooth surface.

Materials
 Colour pigmented concrete. Since we are dealing with natural materials, colour may vary slightly from cast to cast.

Colors
 The play sculpture is available in our 9 standard colours, defined according to the RAL scale. Please note, all colors are indicative and colour tones may vary from cast to cast. It is therefore recommended to order together if there are several of the same color for a project. The colour of the play sculpture fades slightly over the first few months after they leave production.

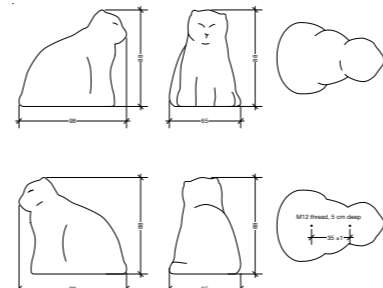
Read more about colours here: www.lissyboesendesign.com/en/colourcodes

The 9 standard colours are as follows (please refer to a RAL sample for exact color):

RAL 7047	RAL 9016	RAL 3013	RAL 8025	RAL 7015	RAL 2008	RAL 6021	RAL 9001	RAL 1023
Grey	White	Red	Brown	Charcoal	Orange	Green	Sand	Yellow

LISSY BOESEN DESIGN

© Lissy Boesen Design ApS



Online
 The product can be viewed online, link www.lissyboesendesign.com/en/sitting-cat

Installation
 The play sculpture is made for both indoor and outdoor installation. Make sure the surface can bear the weight of the sculpture and people playing on it. Below the sculpture are two M12 threads, about 5 cm deep for additional mounting.

Anti-graffiti
 All play sculptures are coated with an anti-graffiti treatment for easier maintenance.


Safety
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Delivery
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LISSY BOESEN DESIGN

© Lissy Boesen Design ApS



Turtle
 Design: Lissy Boesen
 Product number: 8936
 Size, approx.: H:45 L:132 W:76 cm
 Weight approx.: 521 kg

Use
 The sculpture is made for both indoor and outdoor use. It withstand all the seasons of the year, and only become more beautiful with time. When played with and touched, the sculpture gains a smooth surface.

Materials
 Colour pigmented concrete. Since we are dealing with natural materials, colour may vary slightly from cast to cast.

Colors
 The play sculpture is available in our 9 standard colours, defined according to the RAL scale. Please note, all colors are indicative and colour tones may vary from cast to cast. It is therefore recommended to order together if there are several of the same color for a project. The colour of the play sculpture fades slightly over the first few months after they leave production.

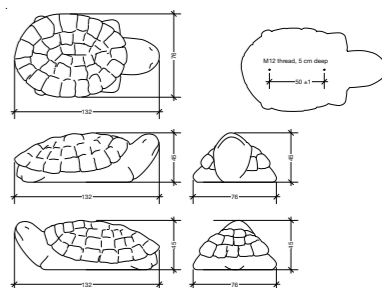
Read more about colours here: www.lissyboesendesign.com/en/colourcodes

The 9 standard colours are as follows (please refer to a RAL sample for exact color):

RAL 7047	RAL 9016	RAL 3013	RAL 8025	RAL 7015	RAL 2008	RAL 6021	RAL 9001	RAL 1023
Grey	White	Red	Brown	Charcoal	Orange	Green	Sand	Yellow

LISSY BOESEN DESIGN

© Lissy Boesen Design ApS



Online
 The product can be viewed online, link www.lissyboesendesign.com/en/turtle

Installation
 The play sculpture is made for both indoor and outdoor installation. Make sure the surface can bear the weight of the sculpture and people playing on it. Below the sculpture are two M12 threads, about 5 cm deep for additional mounting.

Anti-graffiti
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Safety
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LISSY BOESEN DESIGN

The product sheets included color variations of the play sculptures and corresponding CAD drawings.



- Vi tilbyder**
- 70 enkeltværelser - hvoraf de 68 kan ændres til dobbeltværelser. Alle værelser er med eget bad, toilet, badespre, strygejern, fax, telefon, tv med satellitkanaler og med mulighed for trådløst internet.
 - 22 velindrettede mødelokaler og grupperum, alle med dagslys, konfortabelt og moderne interiør samt de nyeste tekniske hjælpemidler til formidling af enhver art, såvel trådløs som fast bredbåndsinetopkobling.
 - ServiceCenter.
 - Restauranter med høj gastronomisk standard og mulighed for separat selskabslokale.
 - Bibliotek med internet-café.
 - WellnessCenter.
 - Hyggelig betjent bar.
 - Egen park med petanquebane til team-building eller andre fysiske udfoldelser.
 - 200 meter til skov med afmærket stisystem.
 - 150 gratis parkeringspladser og kollektiv transportmulighed til og fra Centeret.



LEDERNES
KonferenceCenter

Rigårdsvej 550
5210 Odense NV
Telefon: 65 94 12 13
Fax: 65 94 23 23

reception@kcc.as
www.ledernes-konferencecenter.dk



LEDERNES
KonferenceCenter



Helafteensarrangement

Prisen er baseret på et 7 timers arrangement f.eks. fra kl. 18:00-01:00

Velkomstdrink kl. 18:00
Glacébrød peach

Menu kl. 18:30

Vine ad libitum um

Afslutning

Pr. couv. kr. 595,-

Pr. couv. inkl. f kr. 770,-



Årstidernes buffet

Pr. couv. kr. 295,-

Pr. couv. inkl. f kr. 345,-

- Laksetatar af råget laks med økologisk brændenældebrød
- Rilette af kalv
- Kyllingebryst fra Allégården
- Mynteglaseret skinkelotte, coque-cous og gojichutney
- Oksetykotlet med timian og bagte urter
- Økologisk hirsasalat med tranebær
- Salat efter sæson
- Danske økologiske oste med søsmagende abrikoser i chili
- Frisk udsåret frugt
- Nougatlage med abrikoser i rom og iscreme
- Hjemmelavet brød af økologisk mel
- Sesamstegt fisk med wasabiscreme
- Bresaola og artiskokcreme
- Grillet lammefilet med spidskommen
- Perlema-able og Fynsk høning
- Kalvefilet marineret i hvidløgs med den danske kartoffel
- Salat med økologiske smørbonner og æblevinaigrette
- Sæsonens grønne fad
- Avocado salat
- Likhval af økologiske oste fra ind- og udland
- Kiks og oliven
- Frisk udsåret frugt
- Picantarte med bourbon whiskey og blåbær

Pris per couvert kr. 295,- Pris per couvert kr. 345,-

Min. 25 couverts. Priserne er inkl. separat økologisk, bordtækning med dug, opvask, frugt og blomsterdekorationer. Dagsarrangementer pr. år inkl. 25% moms og gældende til og med 31. december 2011. Med forbehold for prisændringer.



Onsdag 19. marts
Dag 11-14*
Nat 7 - 9*

VELKOMMEN
WELCOME
欢迎



LEDERNES
KonferenceCenter

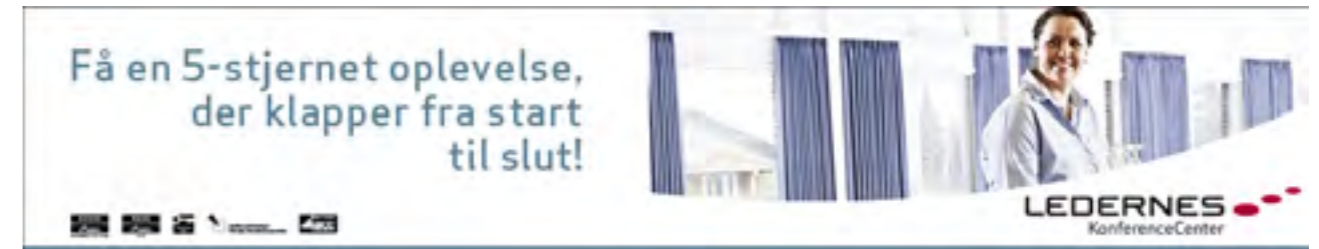
Bathroom thank-you card with a personal, handwritten message from the staff member who cleaned your room.



M2 Reklame (Agency)

In collaboration with M2 Reklame, a visual concept was developed for Ledernes KonferenceCenter. The distinctive curved graphic element across images represents a smile-ranging from subtle to broad - reflecting a service-oriented experience from morning to evening. A wide range of additional projects have also been completed in collaboration with the agency.

Collaboration: 10+ years
Project completed fully remotely.





Akasya Shopping Mall - Signage Design

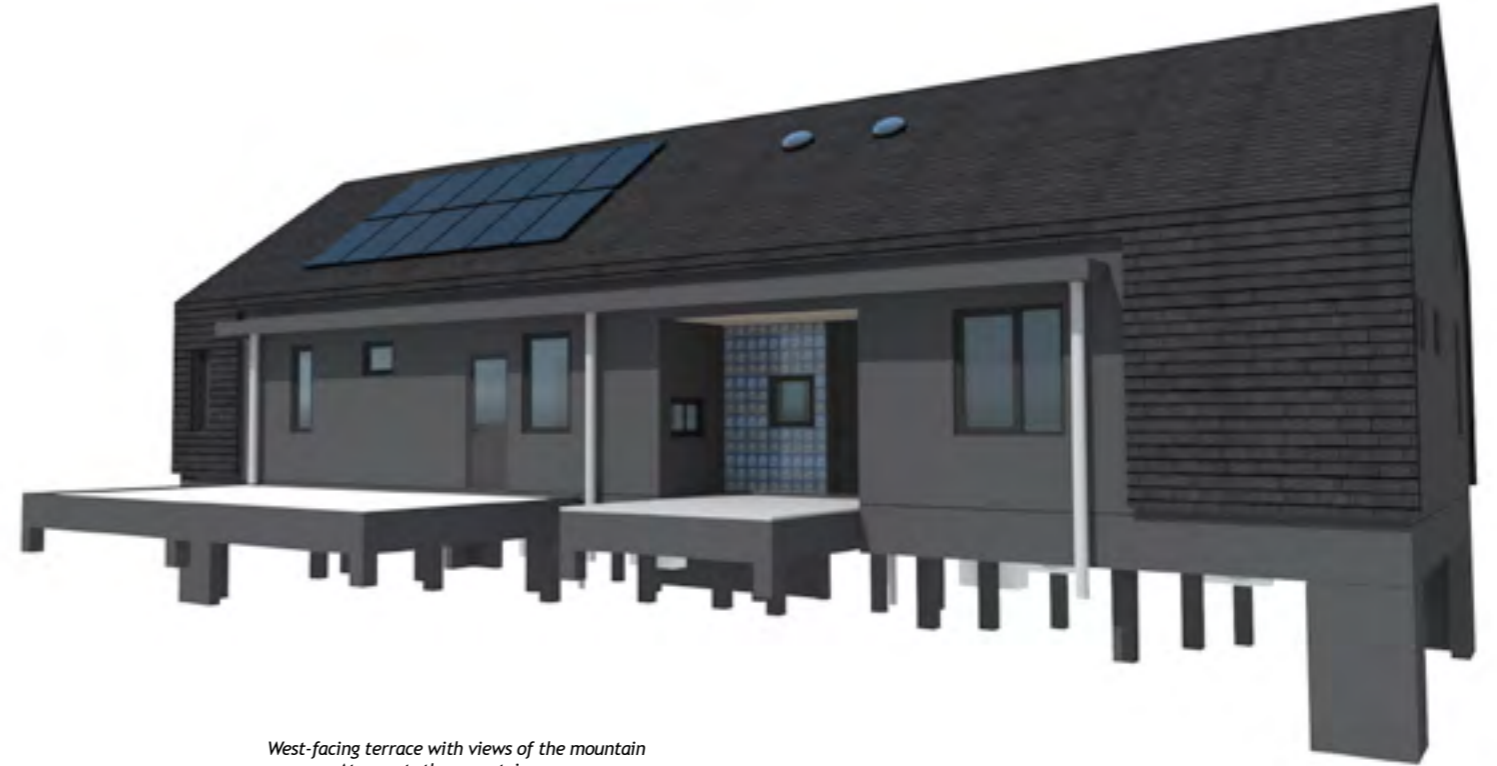
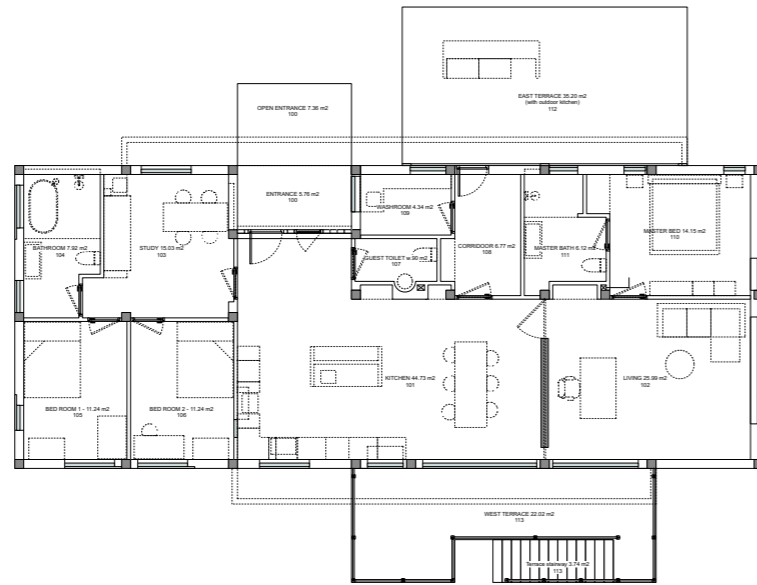
Signage design for Akasya Shopping Mall in Istanbul, Turkey. Typography was developed using graphic design tools, while the physical signage was designed using the CAD tool Vectorworks.

Collaboration: 2 years
 Projects completed both remotely and through in-person meetings.



The project was featured in the book *Best Wayfinding Design, Vol. 2*, published by Hi-Design.





West-facing terrace with views of the mountain range. At sunset, the mountains appear as a silhouette against an often orange-blue sky.

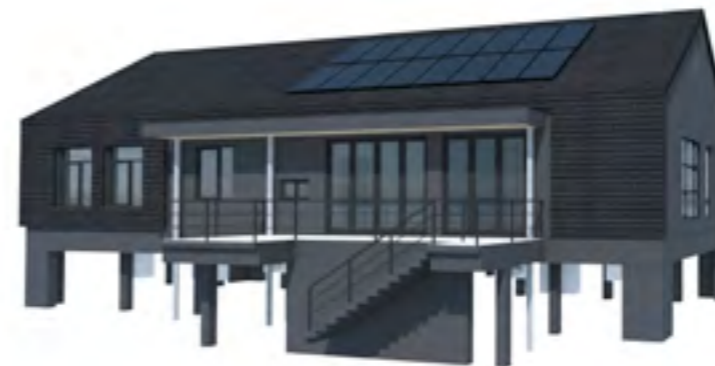
Baan Boman - Architecture and Interior

House in Khao Yai, Thailand, located approximately 180 km north of Bangkok. The area is known for the country's largest national park, wildlife, cooler climate, and mountainous surroundings ("Khao Yai" means "big mountains"). It is a popular area for second homes among more affluent Thai residents.

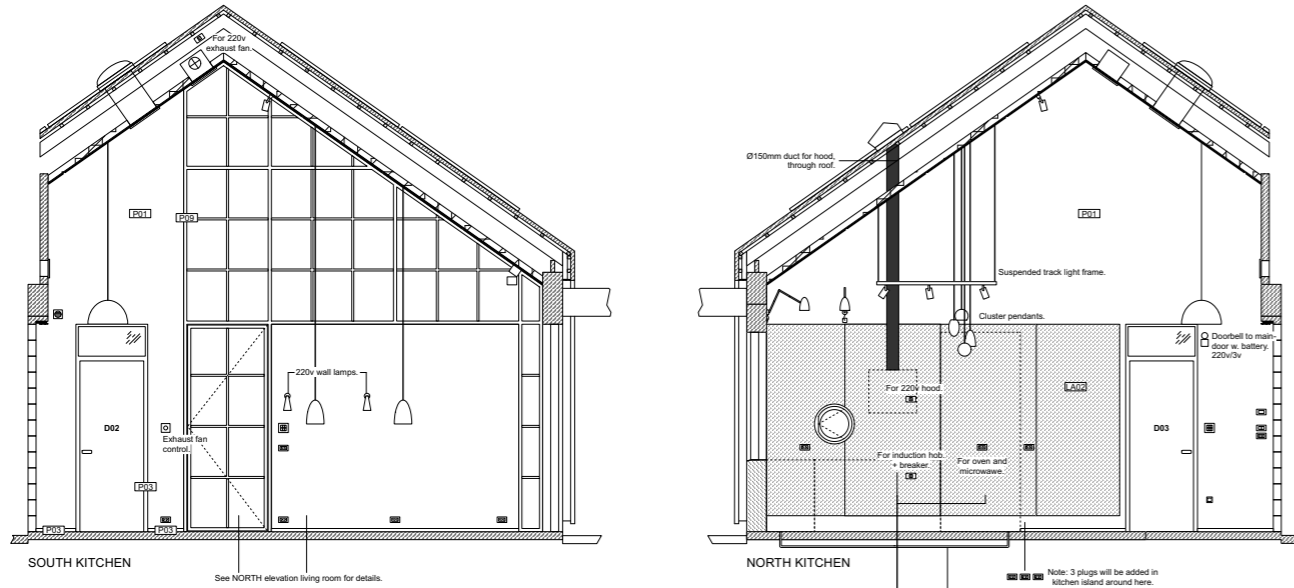
This is the second house I have designed and built in Thailand.

50

>>



Ceiling height in the living room and kitchen reaches 5.5 m to the ridge. All drawings were created in Vectorworks.



Baan Boman - Continued

“Baan” means house in Thai. The house is built on a sloping, overgrown rocky site. 178 m², with 3 bedrooms, 2 bathrooms, and 3 toilets. All CAD drawings and renders were created in Vectorworks. The drawings were converted to DWG files, after which an engineering firm completed the structural calculations.

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Education and background

- The Danish Design School
Furniture and Industrial Design / graphics (partly)
- École Nationale Supérieure de Création Industrielle
(ENSCI - Les Ateliers), Paris
Exchange program, 13 months

Born and raised in Gentofte, later based in Copenhagen.
Denmark.

Professional Experience

Denmark

Own design studio, Copenhagen
Mads Werner Architects
Own studio in Hyskenstræde, Copenhagen
Publicis
La Familia
BBDO
M2 Agency
Euro RSCG
D'Arcy
...among others

International

Lätt Liv, Guangzhou
MRD Group, Shanghai
Concept i Design, Bangkok / Shanghai
Steven Leach Architects, Bangkok
Orbit Design Studio, Bangkok
DWP Design Worldwide Partnership, Bangkok
C&P Design, Bangkok / Shanghai
...among others

Skills

Adobe Creative Cloud:
InDesign (untill final art)
Photoshop
Illustrator
Premiere
...among others

Online

Wix (websites)
Mailchimp (newsletters and surveys)
...among many others

CAD

Vectorworks, 2D og 3D,
technical drawings.

Other works



*Mykal Shopping Mall, Harbin.
Interior design, design lead.*



*Elegant Watches and Jewelry, Hong Kong.
Design concept og lead, retail design.*



*Wuhan Hotel business lounge.
Interior design, design lead.*

More interior work on bomancreative.com

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Thailand

Why Asia?

Previously, I ran a successful independent design studio in Copenhagen. Life was good - strong client relationships, exciting projects, and a solid base both professionally and personally.


However, a desire for new challenges and international experience led me to seek opportunities abroad. Having previously studied in Paris, I was motivated to explore further, initially applying for project-based roles in the US and Singapore with the intention of spending a year overseas.

In Singapore, I was offered a position involving large-scale and high-profile design projects. The role, however, required relocation to the company's Bangkok office. At the time, Bangkok was not my first choice, but I accepted the opportunity for the professional challenge it offered.

Despite demanding working conditions, the experience provided valuable exposure to major commercial branding and interior projects across Asia. What was initially planned as a short-term stay gradually evolved into a long-term career path in the region.

Over time, I built a strong client base across both Denmark and Asia, allowing me to return to working independently. This also led to projects and collaborations across Asia, the Middle East, and beyond.

Today, I am based in Khao Yai, Thailand, a scenic area north of Bangkok known for its natural surroundings and calmer pace. From here, I continue to work remotely with international clients, combining European design sensibility with hands-on experience from Asian markets.

A close-up photograph of a person's hands pressed together in a traditional Thai 'wai' gesture. The person is wearing a dark blue, vertically-pleated shirt. The hands are positioned centrally, with fingers pointing upwards and palms facing each other. The lighting is soft, highlighting the texture of the skin and the fabric of the shirt.

If you have made it this far, thank you. In Thailand, the gesture of folded hands is called a “wai” and is used to say hello, goodbye, thank you, and not least, see you again. I hope our paths will cross.

Kind regards,

Claus Boman