

**VAUNDY**

Nguyen Pham | PROJECT 2 | DSGN 372

# Who is Vaundy ?

**Vaundy** is a Japanese singer-songwriter and producer known for his genre-blending music and self-produced hits like **Tokyo Flash**. He rose to fame with his debut album **strobo** in 2020 and is a leading voice in Japan's new music scene.



# why **VAUNDY** ?

I didn't have a clear direction at first—I just wanted to choose a character and complete a storytelling page for this class project. But everything changed when I heard **Vaundy's Tokyo Flash** again after a long time I haven't listen to his music.

That moment felt like a fresh start for me.

I immediately feel like I should made a page about his EPs and albums (ᵔᵕᵔ)

Whenever I felt burned out or lacked motivation for art or schoolwork, I turned to Vaundy's music. I could listen to his entire album daily because it reignited my passion for creating something meaningful. His songs, often centered on fleeting moments, vague emotions, and the overwhelming nature of city life, deeply resonated with me.



## Audience

I mostly made this page for **myself** so I don't have any serious thought for this (. •\_•.)

But I believe **Vaudy' fan** will like it  
Beside the fan, **Creative individuals / art students** might also like to go through my web page



**VAUNDRY**

2nd ALBUM  
**repiko**

2023.11.15 wed. RELEASE

# MOOD BOARD

# Sources:

## Text Sources

1. DISCOGRAPHY
2. Vaundy - Wikipedia
3. Interview of Aimer and Vaundy for natalie
4. Discover Vaundy, Japan's Next Big Global Artist (2024)
5. Trending on YouTube, Vaundy "Conscious of Feeling Uncomfortable" - Japan Keizai Shimbun
6. Meaning of 踊り子 (Odoriko) by Vaundy

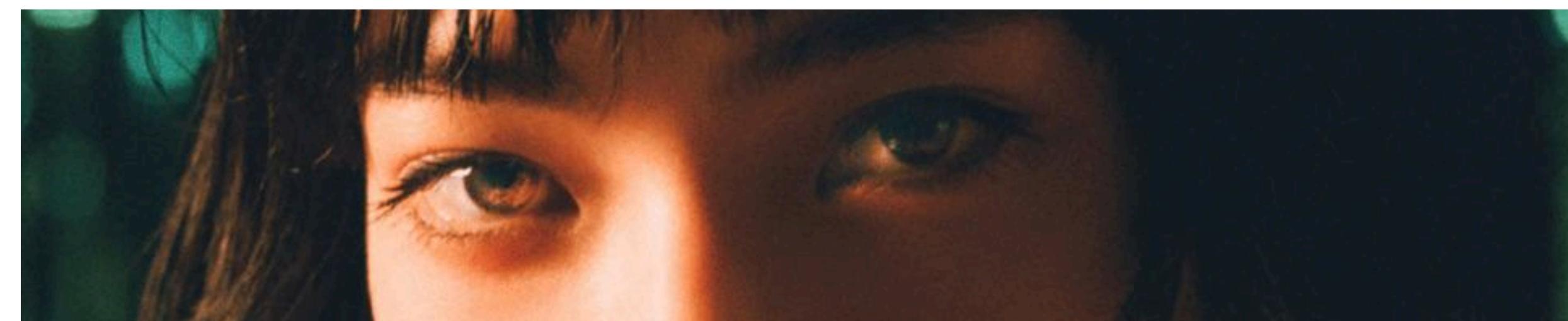
## Photographs

It's all belong to Vaundy's public photographs

# Concept

I'll just stick with Vaundy's personal branding concept (since it's a page about him :D), since his personal branding image has the vibe of Analog nostalgia, and Modern reinterpretation, which included clean, and bold type.

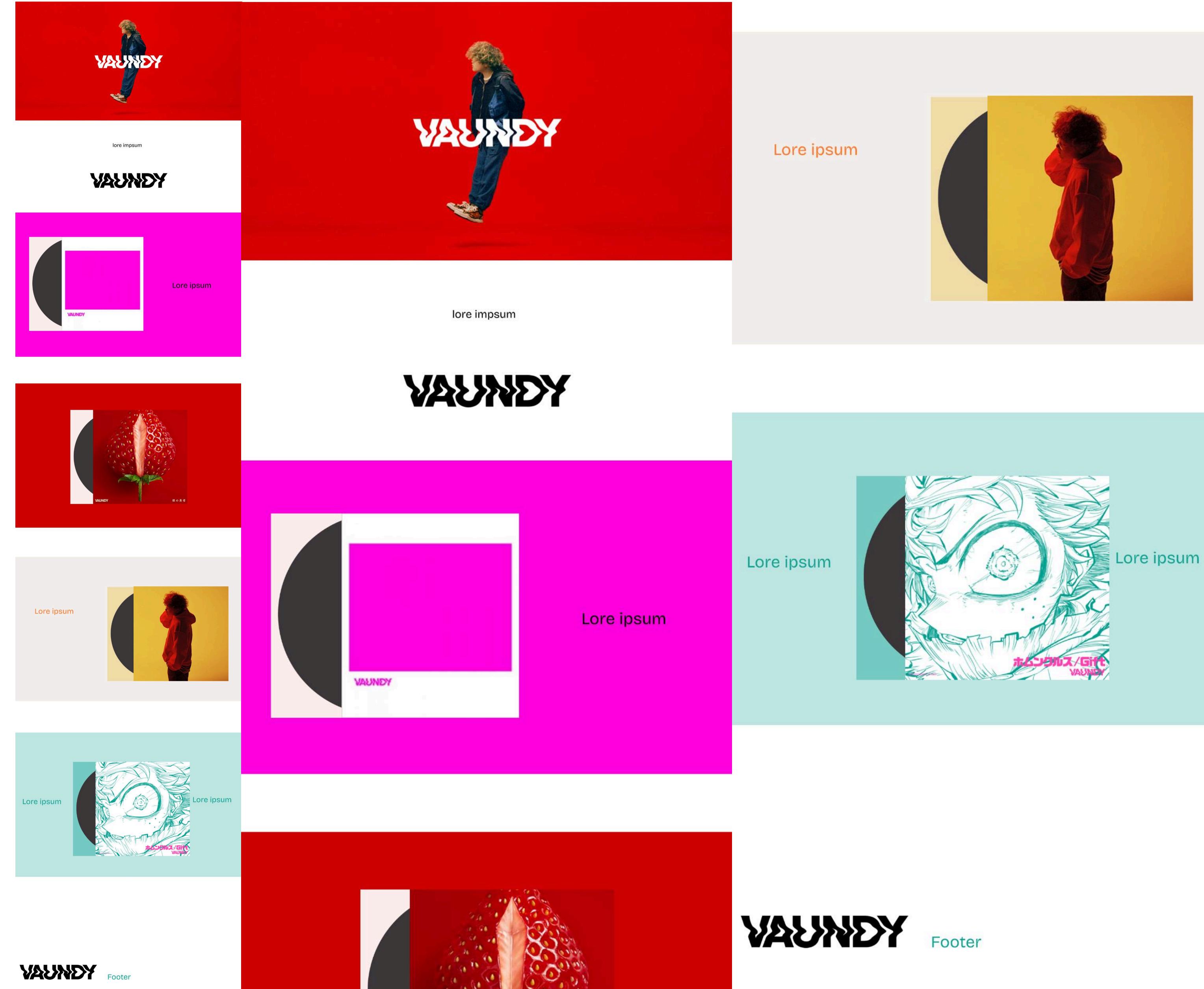
Reflecting a sense of intentional disorder or polished creativity, similar to Vaundy's unpredictable yet carefully crafted musical style.



# Sketch

It was originally meant to be a single scrolling page, but I had too many ideas, and one page just didn't feel like enough to express everything I wanted. Each of Vaundy's albums or EPs has its own unique vibe and theme, and I wanted to include music for each section to reflect that.

But I struggled to find a layout—especially with my limited coding skills—that allows smooth horizontal scrolling while still being comfortable for users to navigate and listen to music at the same time.

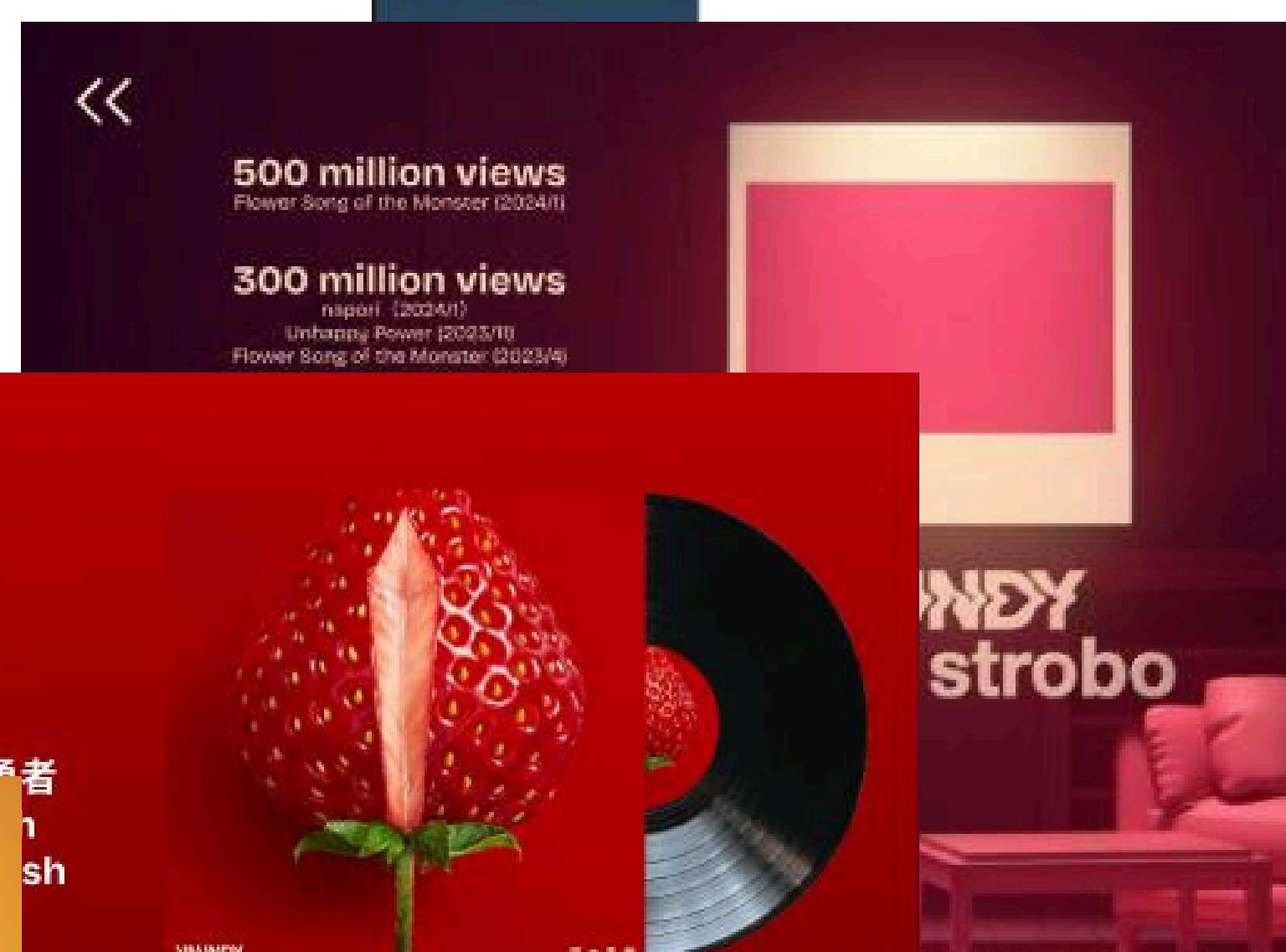


# Wireframes

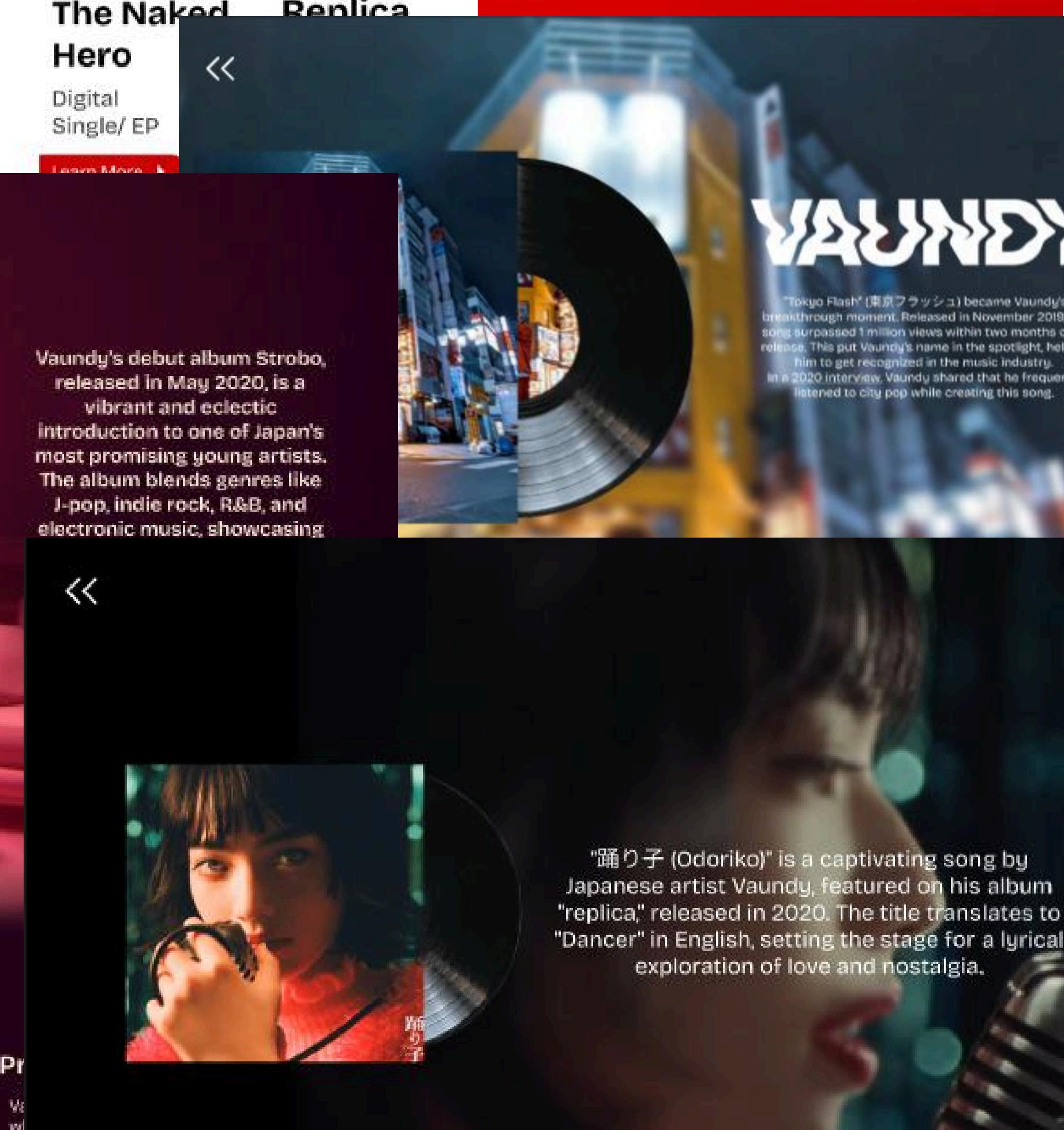
I ended up to make multiple pages  
( I basically bite more than I can chew  
but that's okay (ಠ\_ಠ) )



This wireframe shows the main landing page for VAUNDY. It features a large title "VAUNDY" in white on a yellow background. Below it, there are three sections: "500 million views" (Flower Song of the Monster), "2nd album: Replica", and "Themes and Sound". The "Themes and Sound" section includes a detailed breakdown of the album's themes and sound design.



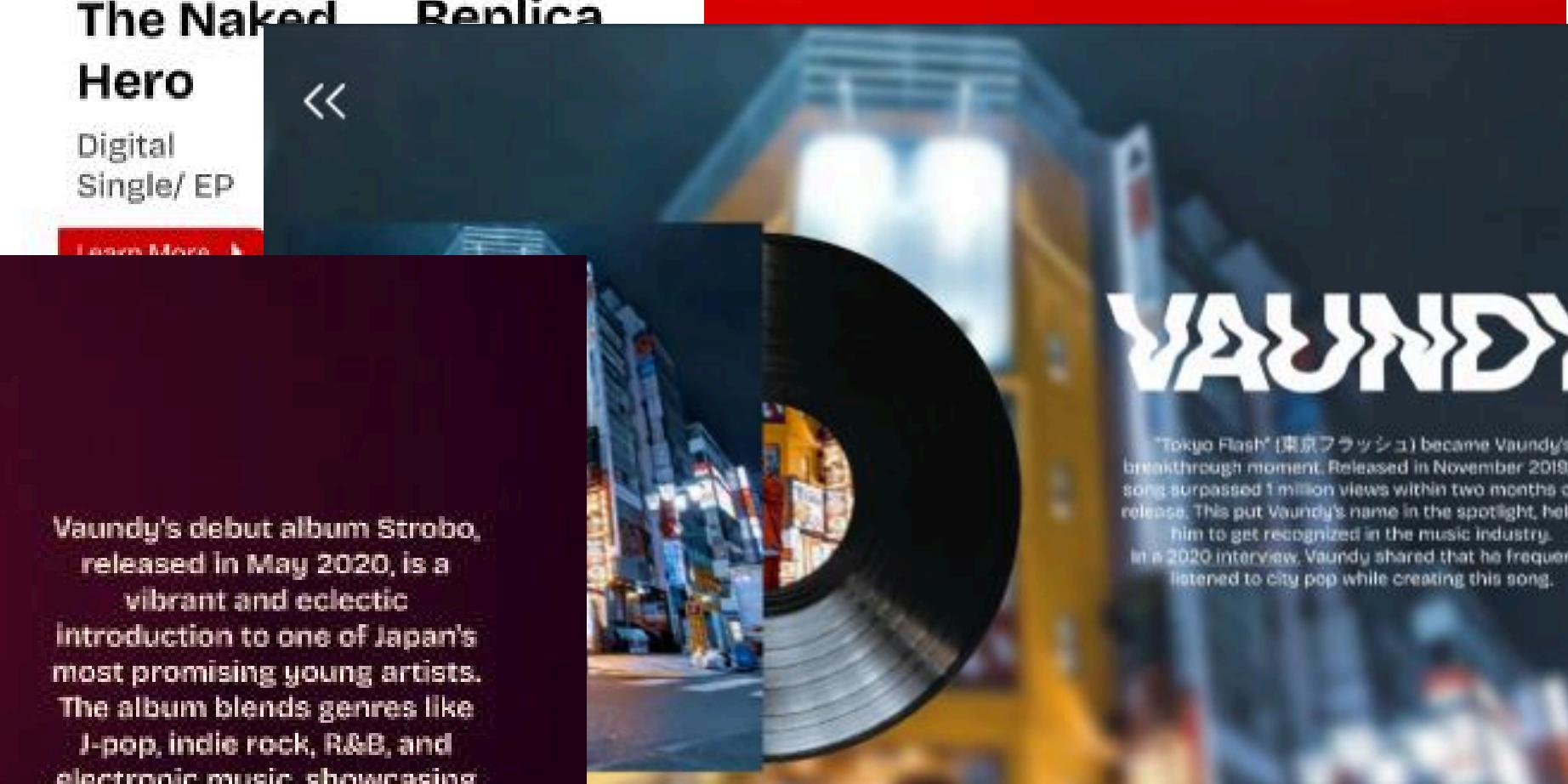
This wireframe displays the "Replica" album page. It shows a large image of a strawberry on a vinyl record. The page includes a list of tracks: 1. Naked Hero, 2. Two-person talk, 3. HERO, and 4. おもかげ (self cover). There is also a "Themes and Sound" section with a detailed breakdown of the album's themes and sound design.



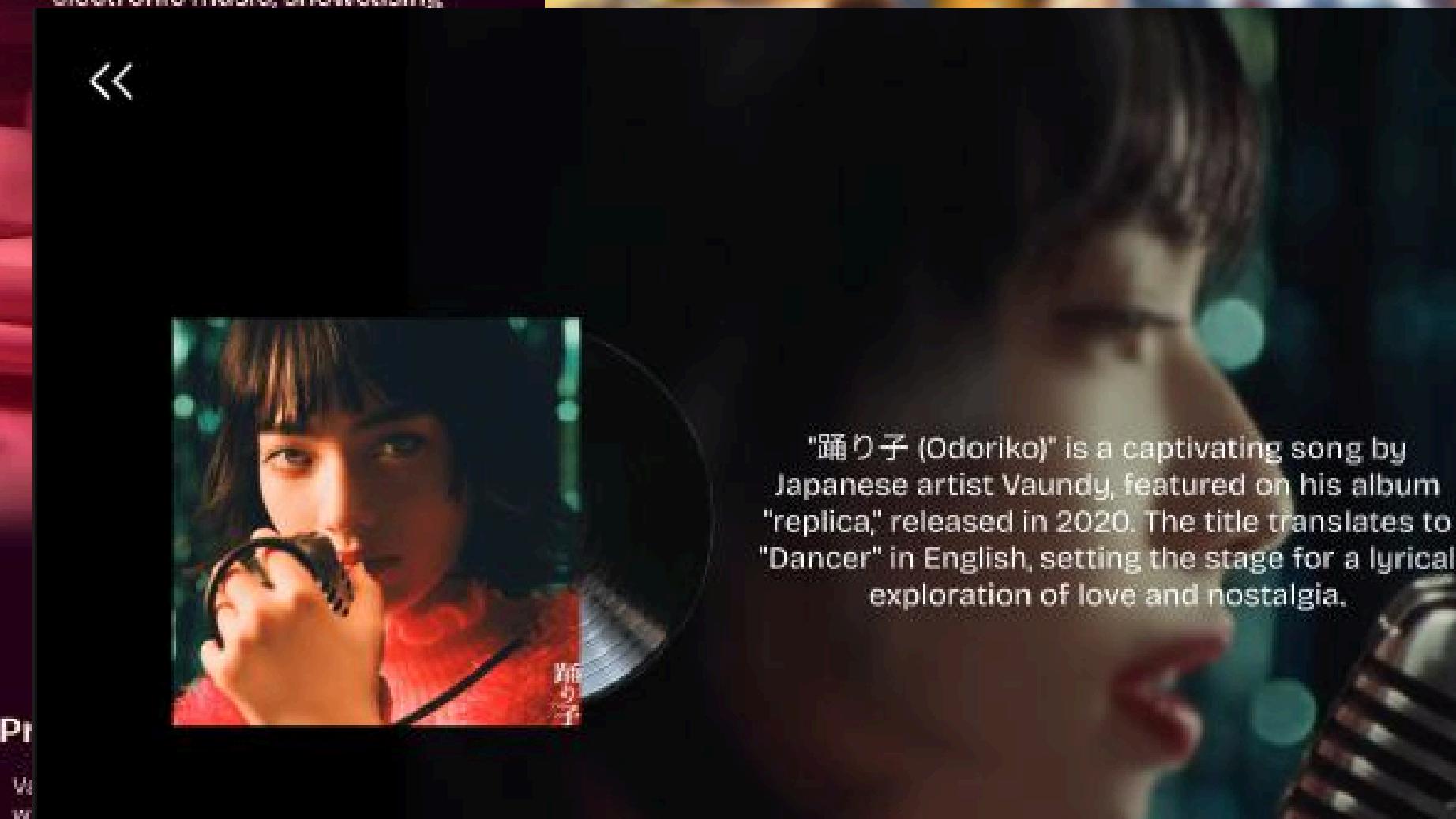
This wireframe shows the "Odoriko" song page. It features a large image of a woman singing into a microphone. The page includes a detailed breakdown of the song's themes and sound design, along with a quote from Vaundy about his creative process.



This wireframe shows the "Strobo" song page. It features a large image of a vinyl record. The page includes a detailed breakdown of the song's themes and sound design, along with a quote from Vaundy about his creative process.



This wireframe shows the "The Naked Hero" song page. It features a large image of a vinyl record. The page includes a detailed breakdown of the song's themes and sound design, along with a quote from Vaundy about his creative process.

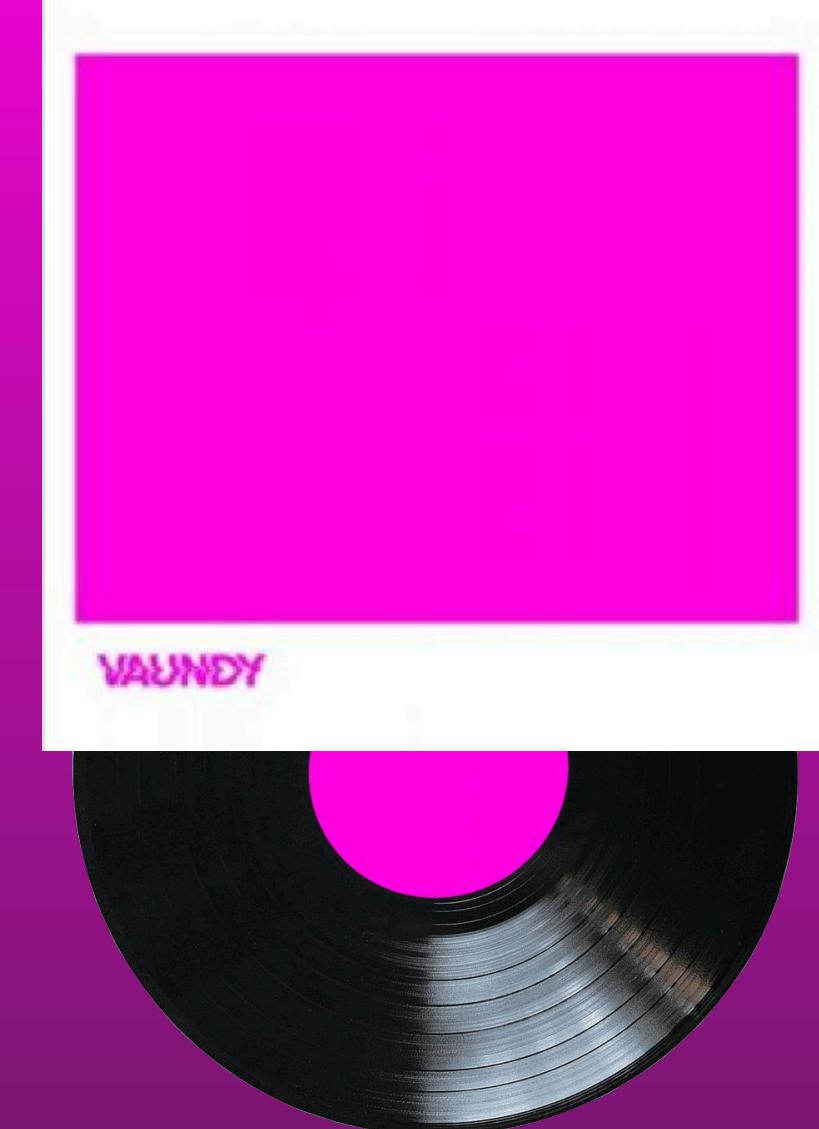


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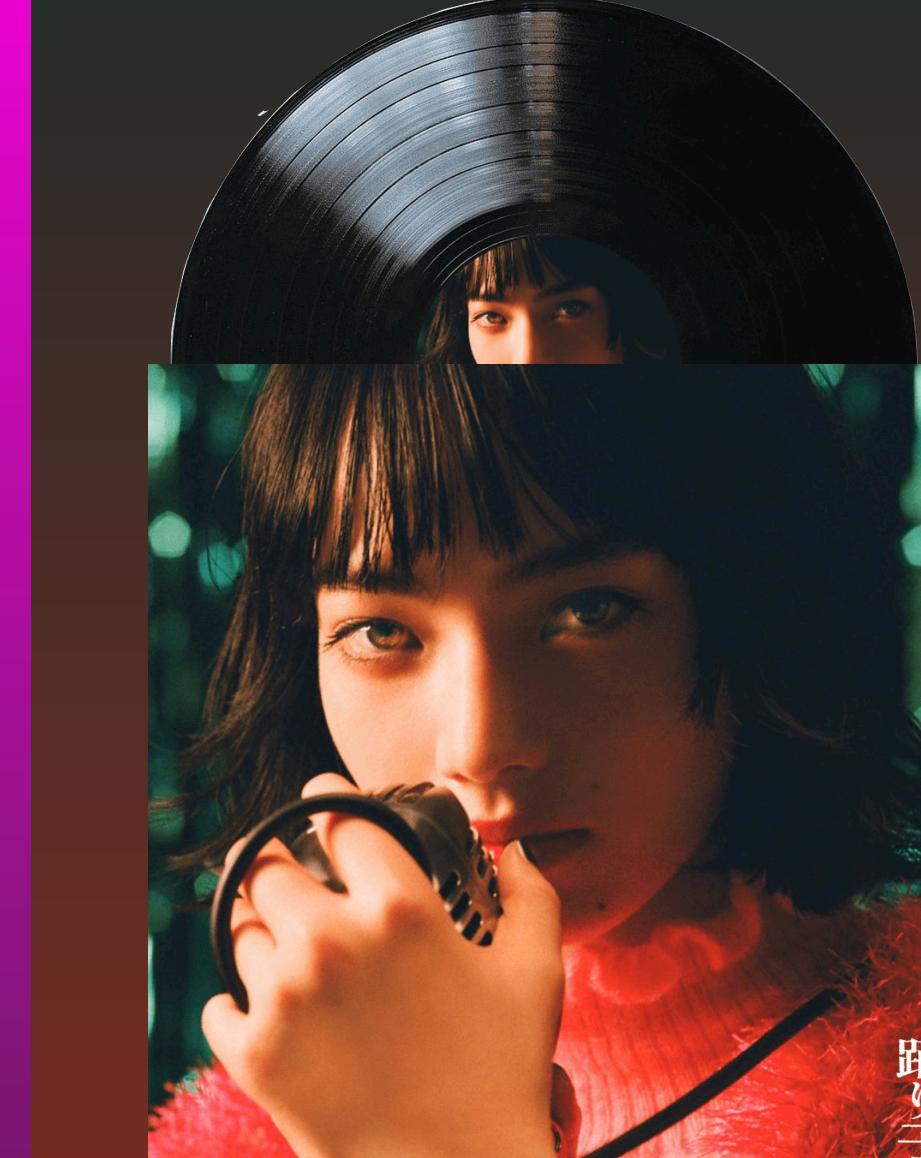
Tokyo  
Flash



strobo



Odoriko



The Naked  
Hero



replica



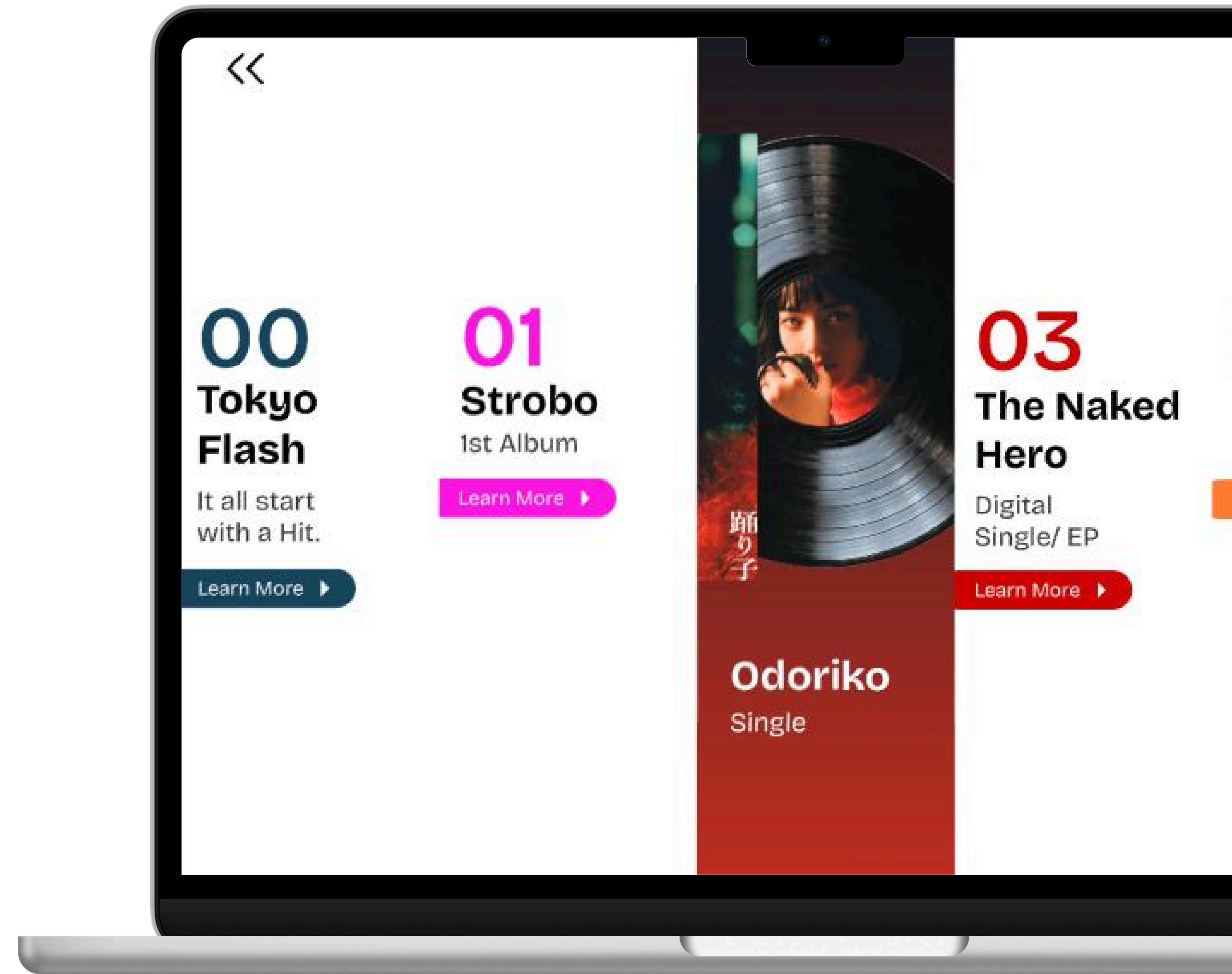
Assets

# Figma Prototype

I put all asset together in this prototype to explore how the website could work as a multi-page experience.

I realized that having background music play during the scrolling experience didn't work well, so I chose to leave it out.

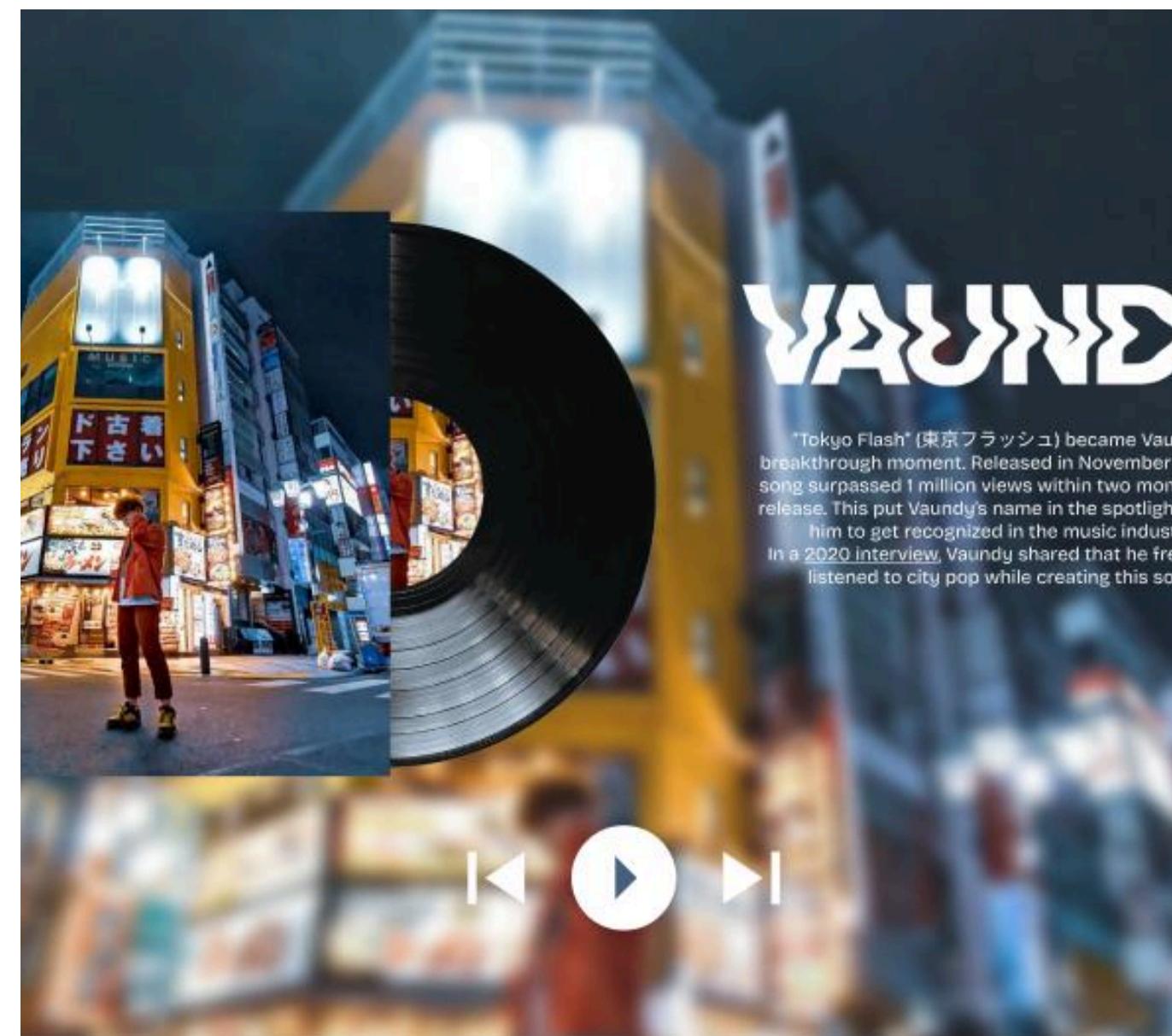
Prototype.



# "About page"

I selected five key highlights of Vaundy's work for this project: two hit singles with over 30 million views, two albums, and one special EP.

Each highlight is featured on its own page with an introduction to provide context and background.



## Tokyo Flash

**"Tokyo Flash" is a breakout single by Vaundy, released in 2019.** The song blends elements of pop, funk, and electronic music, featuring a stylish, moody sound that captures the vibe of Tokyo nightlife.

500 million views  
Flower Song of the Monster (2024/I)

300 million views  
nasori (2024/I)  
Unhappy Power (2023/I)  
Flower Song of the Monster (2023/I)

200 million views  
Tokyo Flash (2023/I)  
Unhappy Power (2023/I)  
Flower Song of the Monster (2023/I)  
nasori (2023/I)

100 million views  
Lights (2023/I)  
life hack (2022/I)  
Tokyo Flash (2022/I)  
Flower Song of the Monster (2022/I)  
Unhappy power (2021/I)  
nasori (2020/I)

50 million views  
soranimi (2025/I)  
I'm still here today (2023/I)  
Bye by me (2023/I)  
Tokyo Flash (2022/I)  
life hack (2021/I)

Vaundy's debut album Strobo, released in May 2020, is a vibrant and eclectic introduction to one of Japan's most promising young artists. The album blends genres like J-pop, indie rock, R&B, and electronic music, showcasing Vaundy's versatility as a singer, songwriter, and producer.

A1. Audio 001

A2. Light (FOD Drama "Tokyo Love Story" Theme Song),  
("Always in the Palm of Your Hand" Vaundy docomo Youth Discount Exam Support Movie!, Daihatsu "Taft" CM "Self-Style" Hen CM Song)

Highlights and Themes

Strobo is notable for its genre-blending. Tracks like "Tokyo Flash" and "Kaiju no Hanauta" mix jazzy undertones with electronic beats, while songs like "Tomoshiba" and "Napori" lean into softer, more emotional territory.

Production and Style

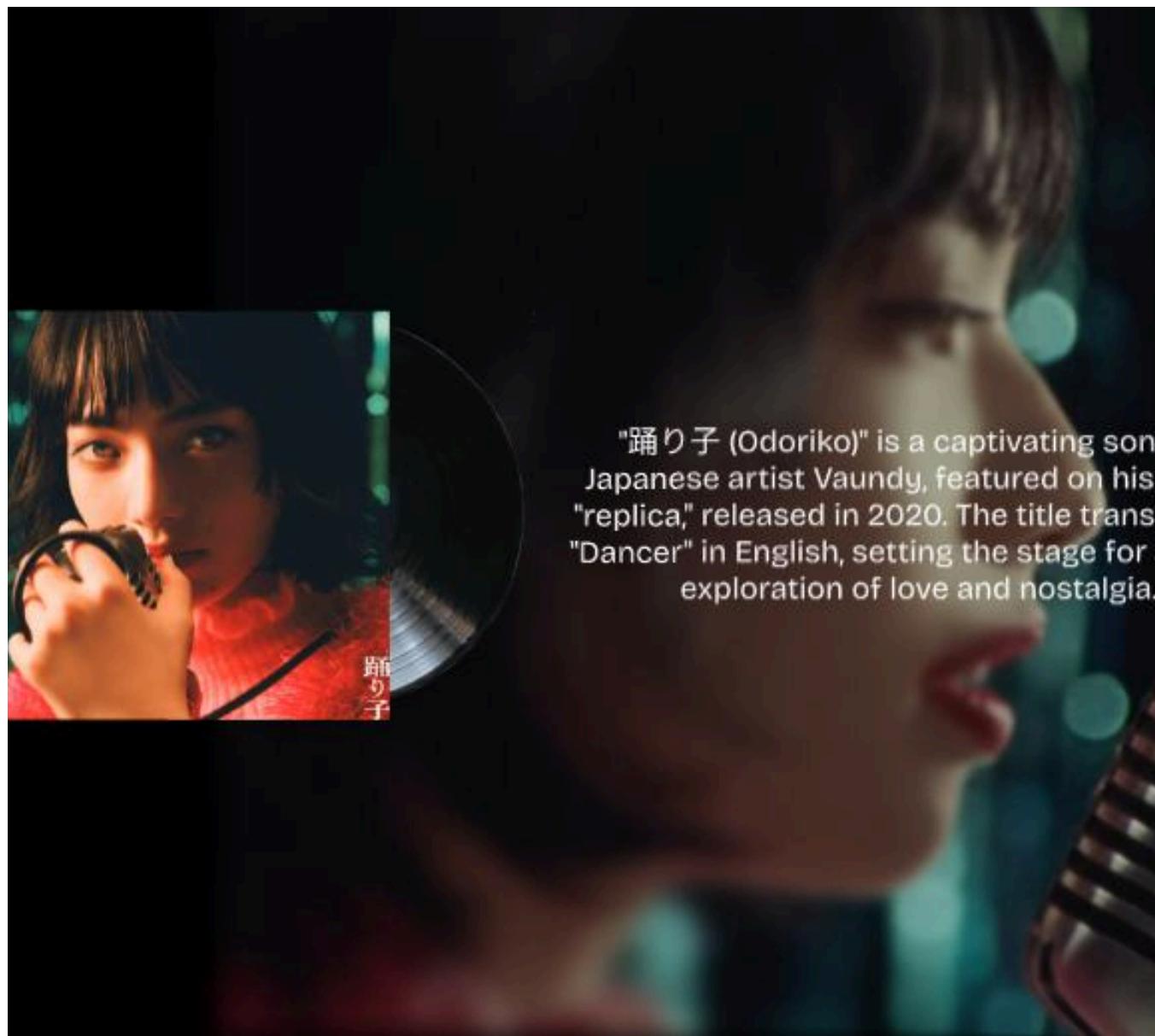
Vaundy self-produced the album, which adds a raw, authentic feel. While some critics found the production occasionally uneven, many praised the creativity and emotional resonance of the tracks.

Reception

The album received mixed to positive reviews. Fans appreciated the bold

## strobo 1st Album

**"strobo" is Vaundy's debut album, released in 2020.** It showcases his signature genre-blending style, mixing pop, rock, electronic, and hip-hop.



"踊り子 (Odoriko)" is a captivating song by Japanese artist Vaundy, featured on his album "replica," released in 2020. The title translates to "Dancer" in English, setting the stage for a lyrical exploration of love and nostalgia.

## Odoriko (Dancer)

"Odoriko" is a vibrant **2022 single by Vaundy**, blending retro funk with modern pop. Meaning "dancer" in Japanese, the song captures a sense of freedom and movement, showcasing Vaundy's playful yet emotional style.



## The Naked Hero EPs

**"Naked Hero" is a special EP by Vaundy released in 2022**, featuring the theme song for the anime Ranking of Kings. The title track combines emotional depth with cinematic energy, capturing the inner strength of vulnerable characters.



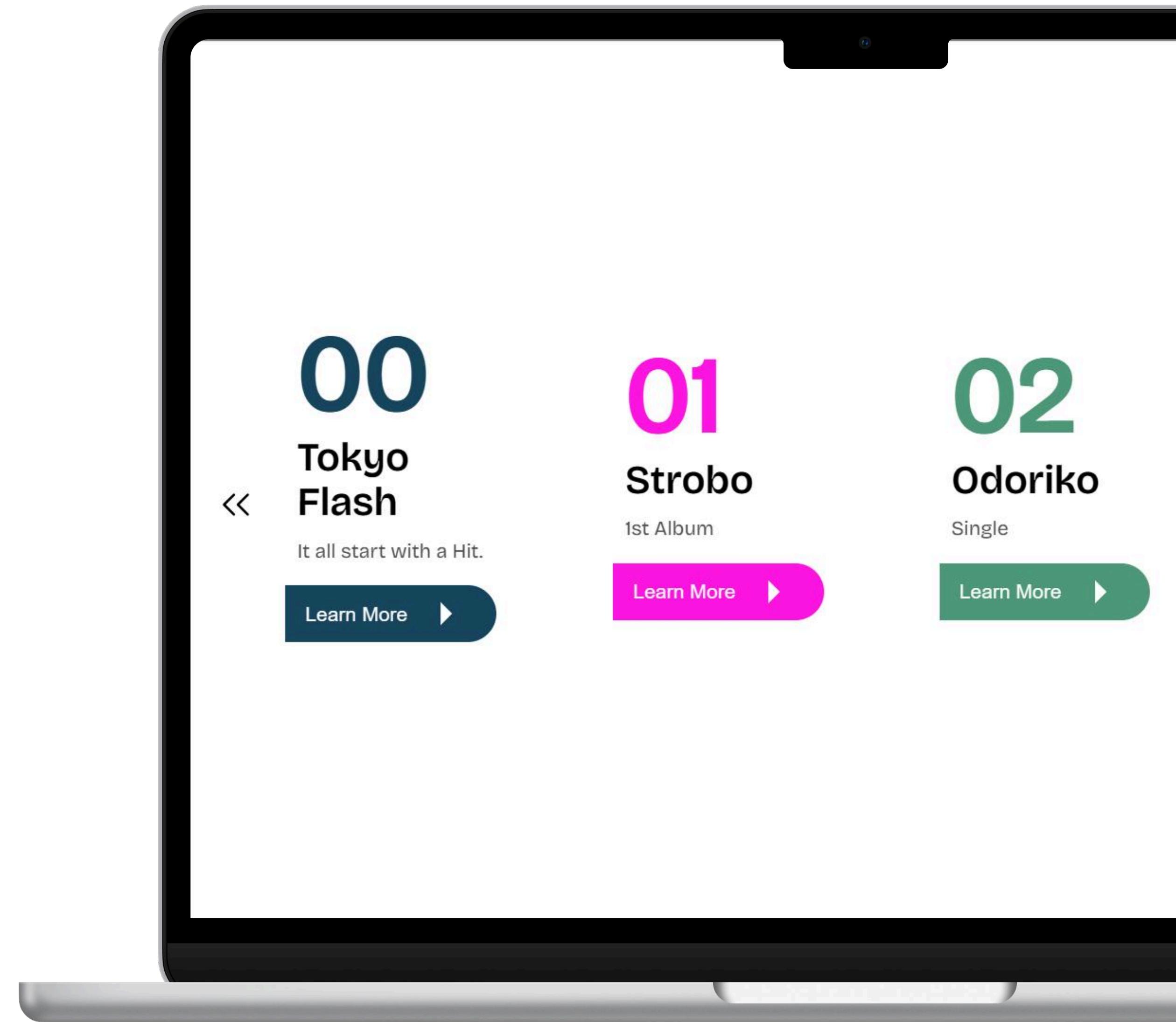
## replica album

**"Replica" is Vaundy's second full-length album, released in 2023**. It explores themes of identity, imitation, and emotional complexity, blending pop, rock, and experimental sounds.

# Final Design

So I make multiple page. It looks complicate to code at first, but it turned out to be easier than what it's look.

Check it out [here](#).



# Challenges and Reflection

## First thing

I ended up enjoying this project more than I expected—mainly because I was working on something I truly liked.

## Second thing

Through the process, I learned a lot about the difference between visually appealing design and functional, user-friendly design. They often go together, but they're definitely not the same. I especially realized this while trying to code the wireframes I had designed earlier.

## Third thing

Coding was really challenging—there were moments I nearly gave up—but I pushed through and even finished ahead of schedule. It feels like I've overcome a major hurdle, and now I can proudly say I've earned my "noob coder" achievement for my portfolio! (^◡^)

# **Thank you**

Thank you for reading :D