

IVAN JARVIS.

Illustrator · Visual Designer

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■ PROFILE

Illustrator and visual designer with 10+ years of freelance and in-house experience across SaaS, EdTech, tech and music. I build character-driven campaigns, modular illustration systems and interactive, animated web illustration for tech teams, studios and brands.

■ EXPERIENCE

Brand Designer & Illustrator · Sorelle Sound, London (remote, long-term client) 2016 – Present

Brand, illustration and web for a London music studio, across ten years of projects.

- Designed the Sorelle Sound brand identity and logo.
- Created the Tiny Fest brand: logo, illustration style and a reusable character set, refreshed into new event flyers each year.
- Art-directed and designed the studio's interactive 2.5D website, built with AI coding tools.
- Designed event flyers and promotional art.

Illustrator · Supra, Remote 2022 – 2026

Produced hundreds of assets for Project Blastoff, a multi-channel brand campaign for a Layer-1 tech platform that drove 500K registered users.

- Designed 80+ original characters within a modular system of reusable parts and silhouette rules.
- Illustrated 15+ campaign landing pages and 45+ animated email experiences.
- Created UX illustrations and infographics that made complex technical concepts clear for product and web.
- Built reusable illustration libraries that kept high-volume output consistent and on-brand.
- Delivered production-ready assets with design, marketing, product, dev and animation teams.

Illustrator · Securly, Cancún, Mexico 2019 – 2022

Co-built the illustration system and modular asset library for a K-12 EdTech platform.

- Illustrated product UI, web, landing pages and email for students, educators and families.
- Designed icons, infographics and animated booth graphics for industry conferences.
- Worked with UX, dev and marketing to turn product requirements into visuals.

Freelance Illustrator & Visual Designer · Remote 2013 – Present

Identity, illustration and campaign work for startups, agencies and clients in tech, music and culture.

- Designed brand identities, key art, characters, iconography, campaign creative and micro animations.
- Design illustrated, interactive web heroes, including the animated hero on ivanjarvis.art.
- Painted commissioned acrylic works and created custom illustration for private clients.
- Design and sell original T-shirts, prints and stickers through my own store, Skinny Fists.

■ SKILLS

Disciplines Illustration · Character Design · Vector Illustration · Brand Illustration · Illustration Systems · Art Direction · Brand Identity · Iconography · Infographics · Editorial Design · Interactive Illustration · Micro Animation · 2D Animation · Campaign Creative · Web & Product Illustration · Traditional Painting

Tools Adobe Illustrator · Photoshop · After Effects · Premiere Pro · Animate · Figma · Generative AI

■ EDUCATION

Seneca College · Toronto, ON
Art Fundamentals, Independent Illustration

2009 – 2012

■ LANGUAGES

English and Spanish
(native, fully bilingual)