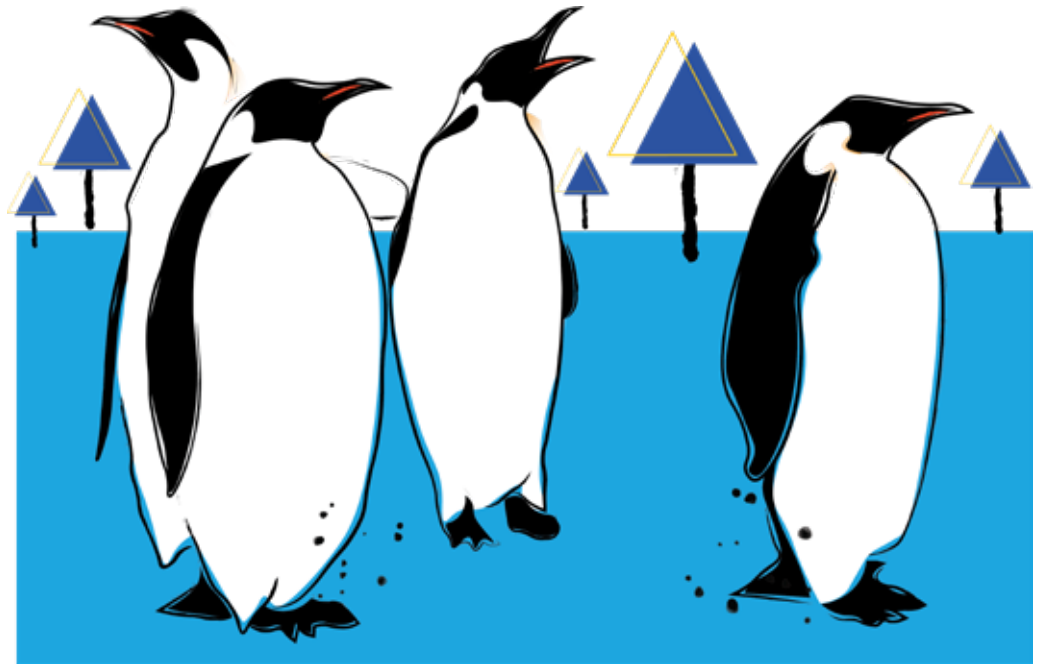


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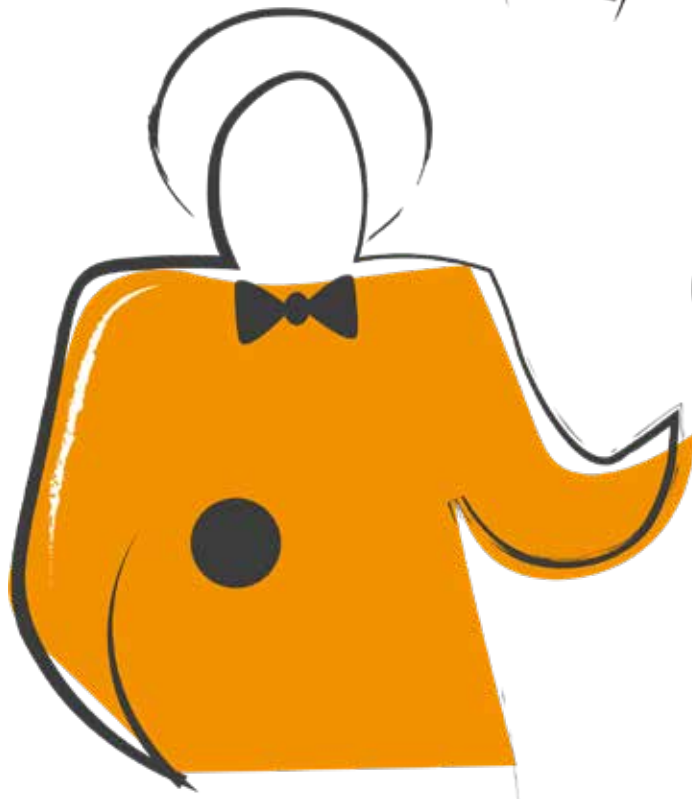
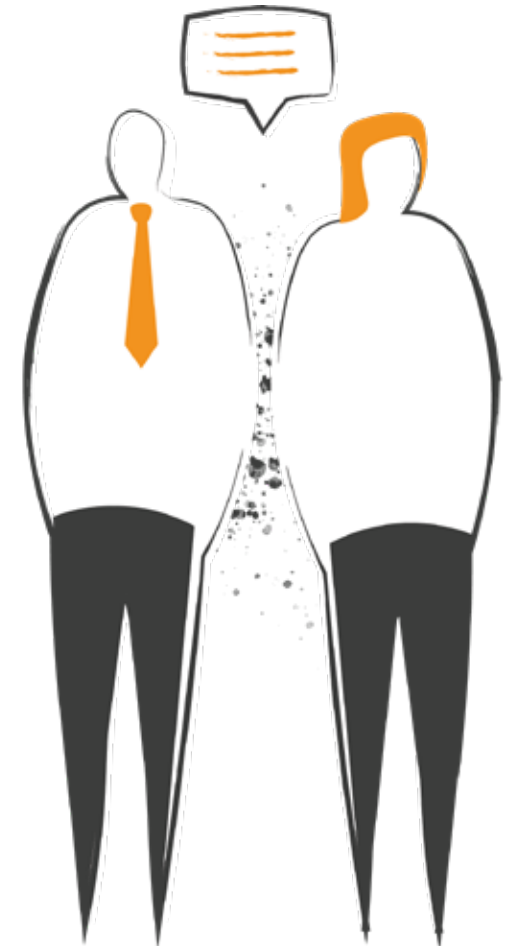
about me

I'm a London-based designer and illustrator with almost ten years of experience working in commercial and corporate design. I spent four years with Motif and two years with Savanta, both Market Research businesses creating everything from brand characters and visual identities to large-scale illustration systems for reports, proposals, and campaigns. Alongside this, I've built a strong freelance practice, producing commissioned artwork, murals, and merchandise, as well as exhibiting and selling my own work.

My illustration style is versatile, bold, and idea-driven, shaped by years of working across different industries and briefs. Outside of commercial projects, I maintain an active art practice that explores the weird, the wonderful, and the darkly humorous — which you can explore further on my website: www.jonibelaruski.com

project: brand identity design

For Motif, a market research company, I developed a set of brand characters to humanize the identity and make their services more engaging. These figures were designed to be simple, versatile, and professional, ensuring they could be used consistently across the website, social media, and other communications while reinforcing the brand's approachable yet credible image.



project: motif staff illustrations

I created a consistent, easily repeatable portrait illustration style for Motif's staff. Designed to be bold, recognizable, and adaptable, these portraits were developed for use across the website, communications, emails, and social media, giving the brand a cohesive and approachable visual identity.





progressive



inclusive



inquisitive

6

project: brand values “3 of a kind”

For this project, I was tasked with creating a visual system to communicate Motif’s core brand values: progressive, inclusive, and inquisitive. Using the concept of a ‘3 of a kind’ playing card set, I developed a series of bold, illustrative cards that capture each value through symbolic imagery. The card motif not only provides a playful and memorable framework but also

reflects the idea of strategy, insight, and perspective—qualities central to Motif’s work in market research. This visual identity was designed to be flexible for use across presentations, internal communications, and external-facing materials, helping reinforce the company’s values in a consistent and engaging way.

project:

thermo fisher report cover & illustrations



For Thermo Fisher's "Biotech Confidential" report, I led the design of the cover illustration and crafted a suite of custom visuals to support the narrative throughout. The report draws on interviews with 157 senior biotech leaders to uncover key challenges and opportunities in the industry. My illustrations translate dense, technical content into more digestible, engaging graphics, reinforcing brand consistency while guiding readers through complex insights. The visual language aims to balance scientific rigor with clarity and accessibility, for both online and print presentation.

You can access the full report in the link below:

<https://www.thermofisher.com/uk/en/home/virtual/biotech-confidential-overcoming-industry-challenges.html>



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project:

legoland persona packs

For a project with Savanta and LEGOLAND Windsor, I was first tasked with imagining and defining five distinct visitor personas. I then designed and formatted a set of one-page 'persona packs' that outlined the tasks and profiles different teams would engage with during Park Safaris. The sheets balanced clarity and playfulness, ensuring they were easy to use while staying true to the LEGOLAND brand.



The Thrill Seeker



Hi, I'm Ben! I'm an explorer who loves theme parks and can never get enough of fast rides, so LEGOLAND is my ultimate playground! Last time I was here, I wasn't tall enough for some of the big rides, but this year I'm ready to conquer them all. Last time I was here, I only tried some of the rides, but this year I am ready to conquer them all and maybe see Mum and Dad get scared too. We've already planned out our route to hit every awesome ride, and I can't wait to rack up new adventures and maybe even win a prize to show off to my friends!

Ben

Yay!

Why am I going to LEGOLAND?

Some things can feel a bit childish, I want to have a fast paced and exciting day!

I enjoy challenging myself to overcome my fears and go on the fastest and largest rides I can!



Expectations



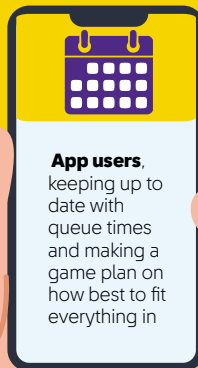
Hitting all of the big rides throughout the day



Searching for new experiences they can tick off



Beating my family in games and competitions!



App users, keeping up to date with queue times and making a game plan on how best to fit everything in



The First Timer





project: le creuset segmentation

For a consumer segmentation project with Le Creuset and Savanta, I was tasked with designing a series of persona profiles that brought the research insights to life. Each profile combined data-driven findings with bespoke illustration and bold layouts, making the information both accessible and visually engaging.

The aim was to highlight the distinct motivations, behaviours, and values of each customer segment while keeping the premium look and feel of the Le Creuset brand. These profiles were used to guide strategy, marketing, and customer engagement, ensuring the research was both practical and impactful.



project:

amex hilton prospect personas

For American Express and Hilton, I worked on a prospect segmentation project that required turning complex research insights into clear, actionable personas. Each prospect profile combined demographic and behavioural data with visual storytelling, making it easy for internal teams to understand who their key audiences were and how best to target them.

The designs balanced clarity with a premium aesthetic aligned to both brands, using consistent layouts, iconography, and data visualization. The result was a set of professional, easy-to-use persona sheets that could guide marketing strategies, communications, and customer engagement while keeping the research accessible and visually engaging.



project:

savanta brand illustrations

This is an ongoing project with Savanta where I'm building a bank of bespoke illustrations themed by sector. The aim is to create a versatile visual library that can be used across reports, proposals, presentations, and all sorts of client-facing materials. Each set is designed to bring personality and consistency to their outputs, making complex insights feel more engaging and accessible.

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project:

smuggled from cornwall t-shirt design

I was commissioned to create this T-shirt design for Smuggled from Cornwall, a Cornish gin and rum company. I wanted to capture the brand's links to seafaring and smuggling, so I illustrated a pirate ship with bold sails and flag, set against a sun and old map texture. The design brings together Cornwall's maritime heritage with a rebellious, adventurous feel, turning it into a strong piece of brand merchandise.



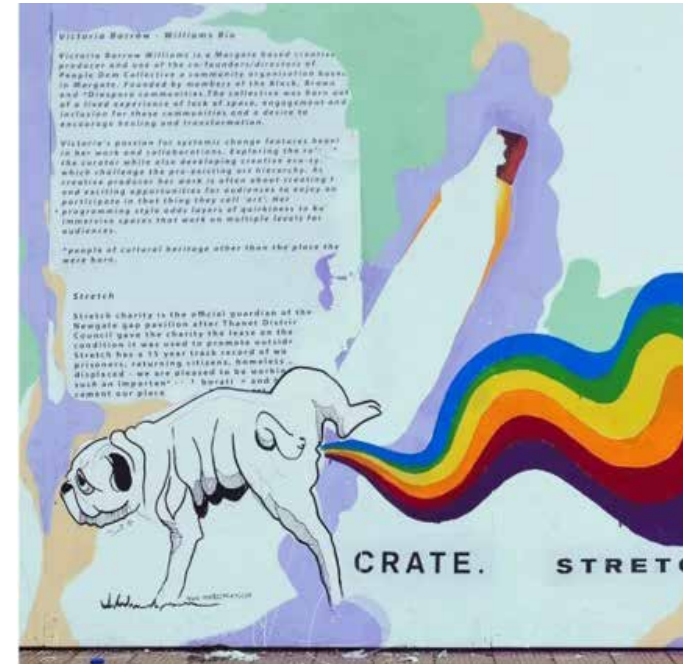
project:

the libertines
wasteland bar
merchandise

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I was commissioned to design and paint this bar sign for The Waste Land, a Margate bar owned by the band The Libertines and named after the famous T.S. Eliot poem. I created a bold raven illustration with strong graphic lines to capture the bar's atmospheric, literary and rock n' roll feel. The design was so well received it went on to be used across T-shirts and other branded items, becoming a key part of the bar's identity.





project: taste the rainbow

This ongoing project plays with the idea of 'tasting the rainbow,' using bold, colourful illustration to celebrate creativity and diversity. The first commission was a wraparound beer can design for Brewing Brothers, released for Hastings Pride. The second was a branding illustration for Adios Plastic, who produce biodegradable dog poop bags as an

alternative to single-use plastics. Most recently, I was commissioned to create a series of murals for Crate Space in Margate as part of Margate Pride. Each piece channels the same energetic rainbow aesthetic while adapting to different contexts, building a vibrant visual language across products, brands, and spaces.

project:

burlesque poster artwork

I designed this artwork to be used in a poster promoting a charity burlesque night in London, inspired by a striking photograph of my late friend Helen (aka "Trixi Tassels"), who was the inspiration behind the event itself. The bold colours, fiery backdrop, and playful glamour reflect both her energy and the spirit of the evening. This piece was not only a promotional tool but also a tribute, celebrating her creativity and presence while supporting a cause close to her memory.



something extra

This portfolio offers a focused look at my design and illustration work for clients, from brand identities and character systems to sector-themed illustration banks, murals, and campaign visuals. It's a snapshot of the type of commercial projects I've delivered over the past six years, both in-house and freelance.

Outside of this, I also maintain an active personal practice that explores more experimental and expressive directions — from exhibiting artwork

across the UK, to designing for bands and festivals, to creating one-off commissions that sit somewhere between fine art and design. These projects often feed back into my client work, giving me a broad creative toolkit and a flexible, idea-driven approach.

If you'd like to explore more of my work — including my fine art, exhibitions, and freelance commissions — please visit my website: www.jonibelaruski.com



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