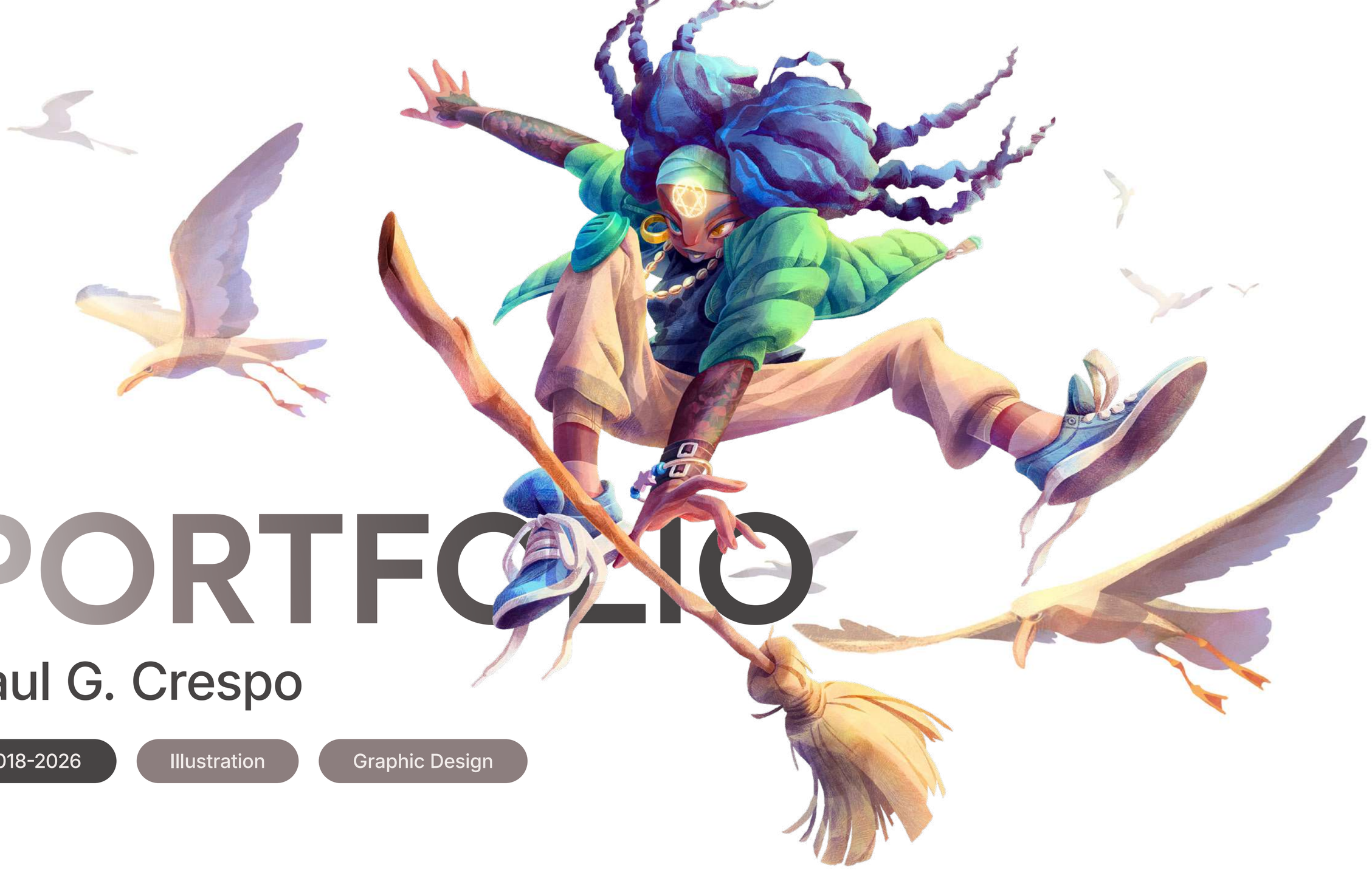


PORTFOLIO

Raul G. Crespo

2018-2026

Illustration

Graphic Design

Hello,

I am Raul G. Crespo, an artist and graphic designer born in Cuba and currently based in Hannover, Germany.

With a college degree in Visual Communication Design, my work over the past 8 years has consistently focused on achieving clarity, primarily in the areas of visual brand identity design and 2D illustration: building visuals that feel thoughtful, well-structured, and easy to understand.

I bring solid foundations in layout, typography, color, drawing, and brand systems, plus a strong willingness to learn new tools and workflows when the project asks for it.





Illustration

Ever since I graduated from art school in 2012, I've been happily illustrating. Those foundations in drawing and painting now power my digital illustration with clean draftsmanship and confident use of color.

A wide variety of projects has sharpened my adaptability, enabling me to switch between and sustain diverse styles and reach audiences of various ages and preferences.

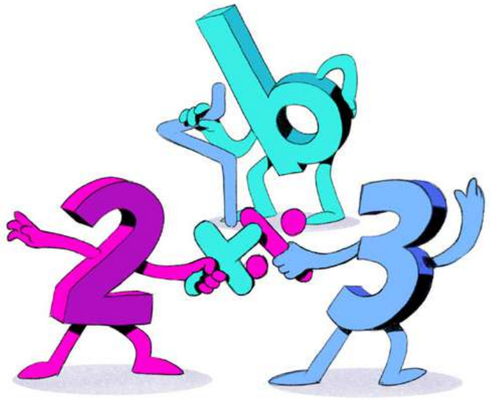
TBA III-OUTERMEDIA

GERMANY

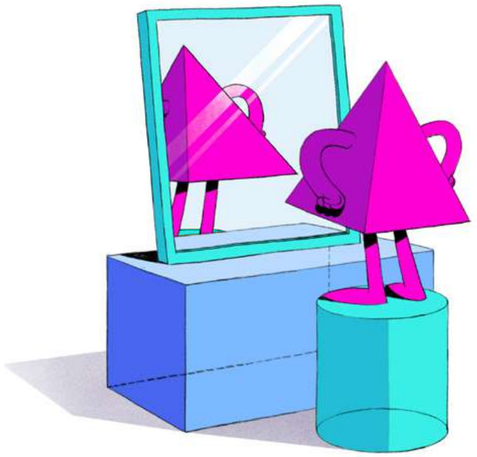
Character-illustration system.

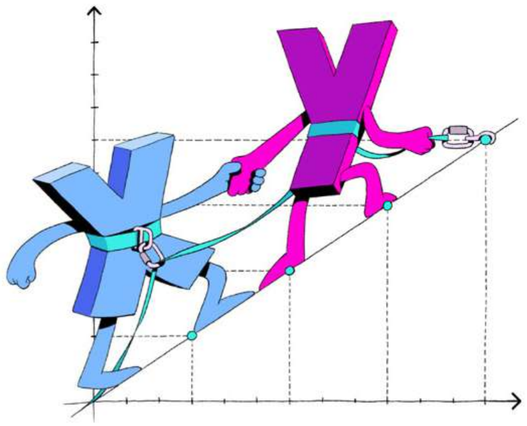
Developed an on-brand series of illustrations representing different areas of mathematics through playful visual metaphors and simple forms.

The product is designed to inform young people of their test results. Whether delivering good or bad news, the brand aims for a tone that is non-judgmental yet energetic.





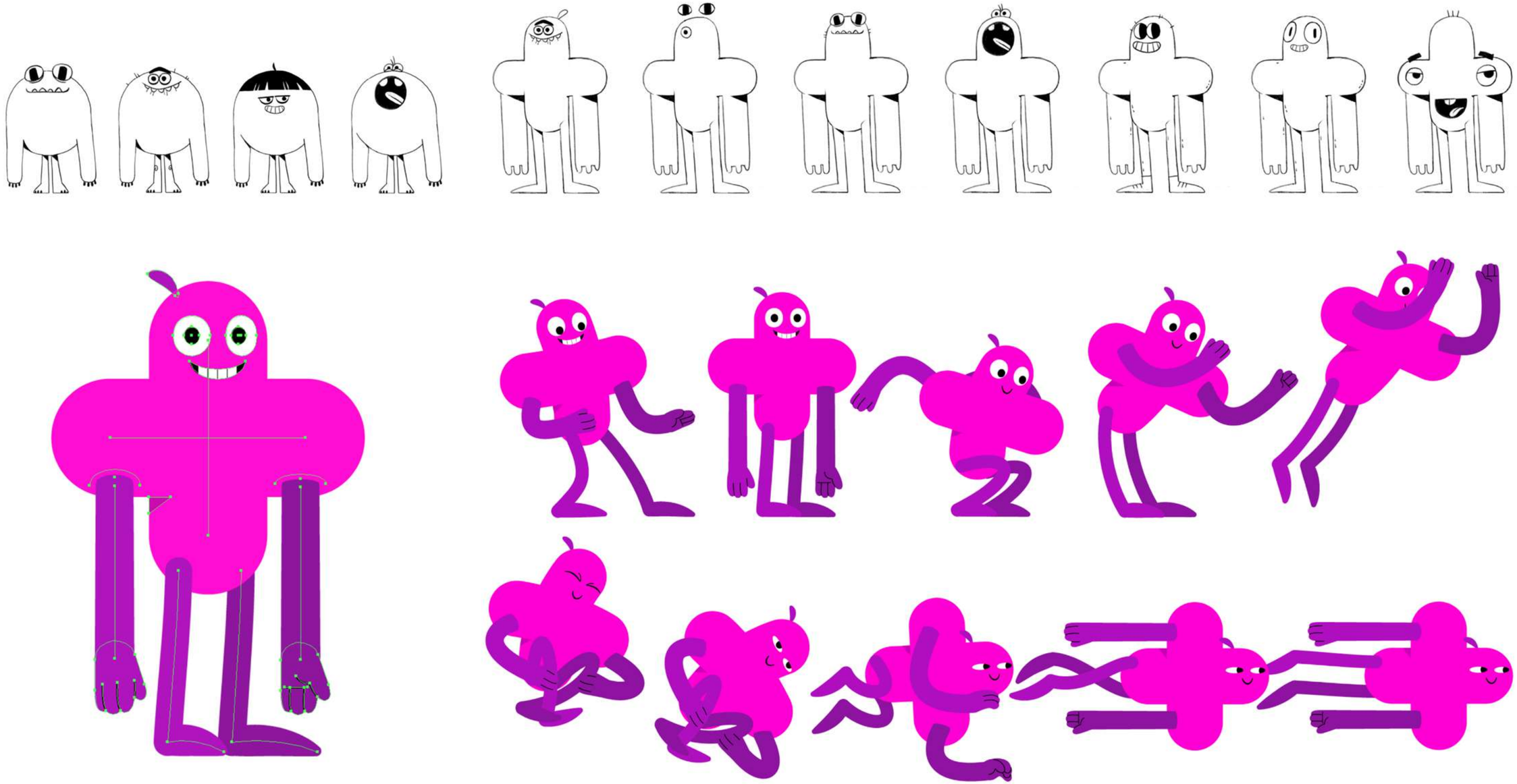








Readable silhouettes & dynamic posing | Geometric abstraction | Educational visual communication | Brand-aligned color & shape language | Consistent character styling



Character exploration & expression studies | Character animation | Shape simplification for lightweight animation workflows | Reduced-node vector construction | Pose iteration & motion readability

Trick 347
oder Der mutigste Junge der Welt

GERMANY

Conceptual explorations for book cover design

A children's novel by German author Nina Weger, for readers aged 10+, following eleven-year-old Tom through a circus story about courage, friendship, identity, and adventure.





Different styles | Theatrical atmosphere | Visual storytelling | Hand-lettering exploration | Adventure mood

Salto Wortale +

GERMANY

Illustrations for posters, animated educational videos, and teaching materials.

A children's and youth literature festival with supplementary materials to enhance the reading experience. It offers staged readings, downloadable PDFs for crafts, reading, writing, puzzle games, and much more.









Animal illustration | Gesture/pose exploration | Sequential keyframes (animation-ready) | Stylized color & textured rendering | Prop design & scene composition | Kid-friendly visual storytelling



Rig-ready layered build (facial feature separation) | Expression set via rig controls | Hand gesture library | Watercolor-style digital painting (kid-friendly)















Educational game assets | Illustrated card system | Iconography | Visual hierarchy | Layout consistency | Child-friendly storytelling | Print-ready design

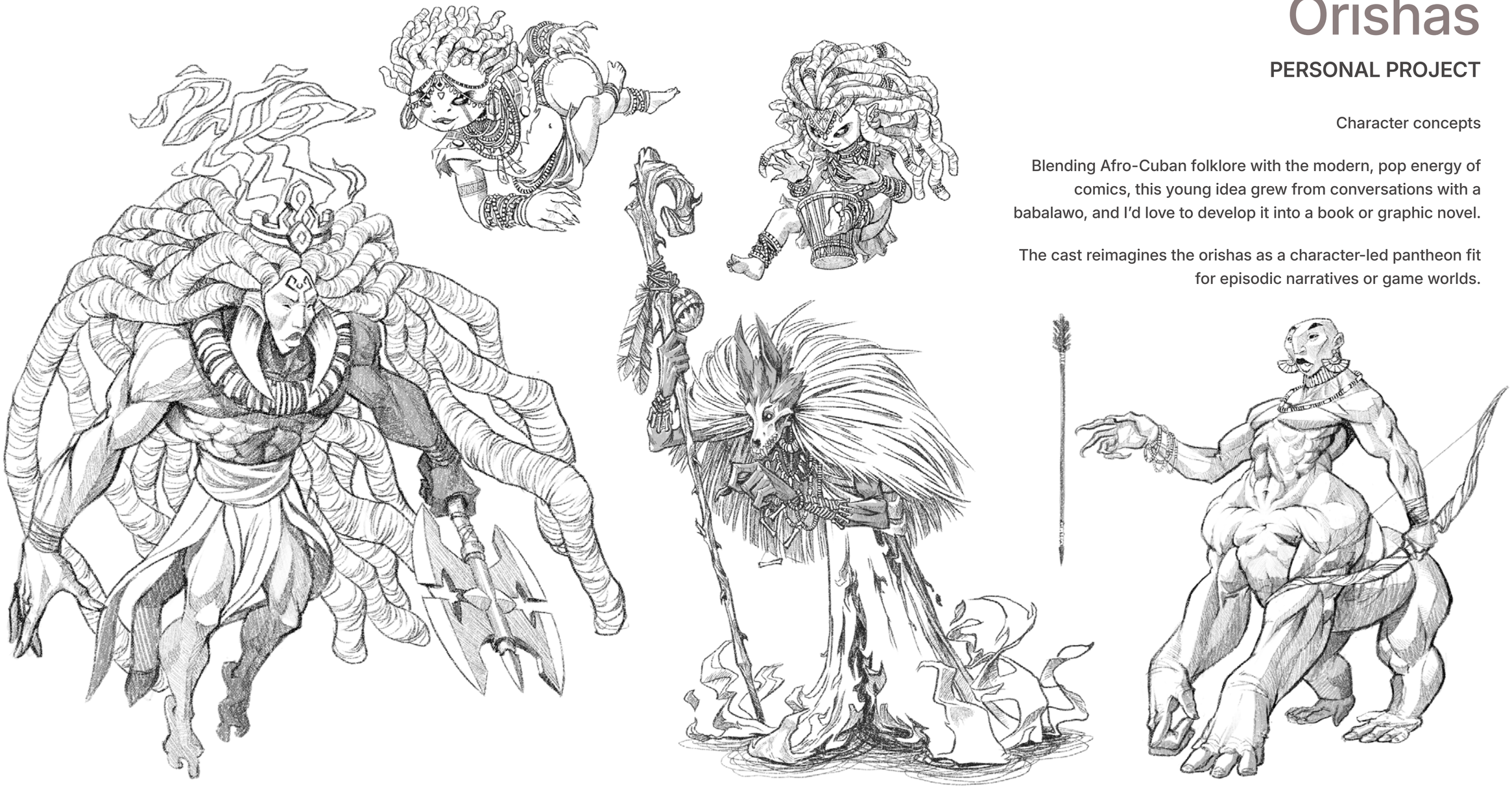
Orishas

PERSONAL PROJECT

Character concepts

Blending Afro-Cuban folklore with the modern, pop energy of comics, this young idea grew from conversations with a babalawo, and I'd love to develop it into a book or graphic novel.

The cast reimagines the orishas as a character-led pantheon fit for episodic narratives or game worlds.



Character design | Anatomy & proportion control | Dynamic poses & readable silhouettes | Costume & prop design (cultural research) | Linework & cross-hatching rendering

Nightmare Fair

PERSONAL PROJECT

Character concepts

A fantasy–horror card game where the four suits form rival factions with concealed meanings and English-deck archetypes.

The roster riffs on circus archetypes—clowns, mimes, harlequins and sideshow acts—recast with a somber edge, ranging from slightly uncanny to fully monstrous. Started as a collectible NFT idea; now exploring broader directions.



Rapid concept sketching | Stylized anatomy & readable silhouettes | Black-and-white value & lighting | Costume/prop design (story cues) | Consistent series layout (playing-card format)



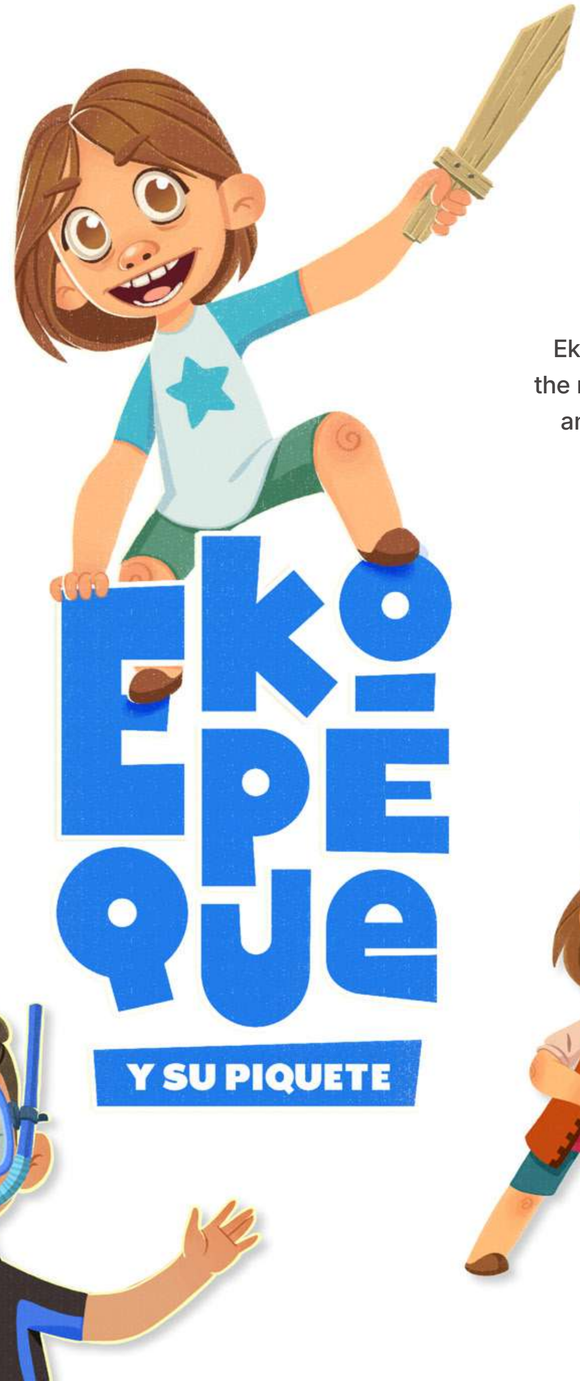
Environment/background illustration | Poster/cover composition

Ekopeque

CUBA

Character development and illustrations for traditional toys, coloring books, and educational materials.

Ekopeque was created to rediscover traditional Cuban toys for the next generation. They are given a modern interpretation and an educational function by incorporating historical references and teaching children values.





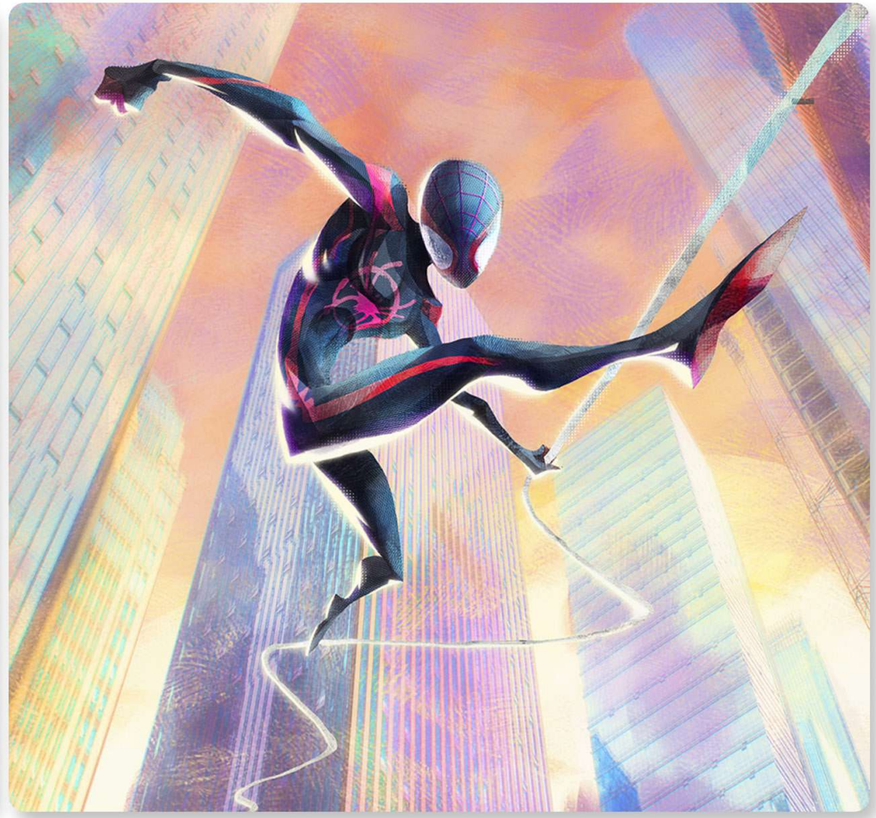
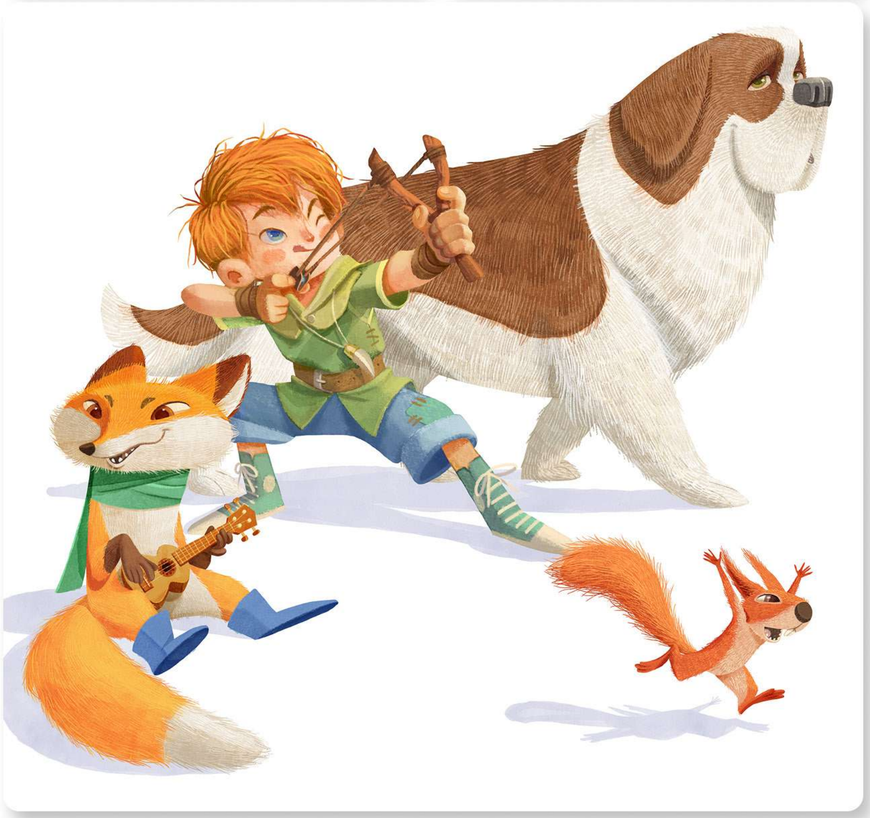






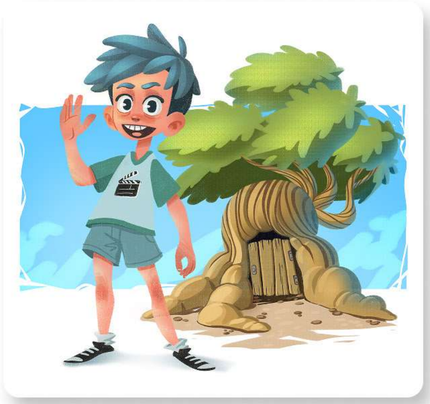
Kids’ character illustration | Facial expression sheets | Action poses | Consistent shape language | Cast cohesion & brand tone





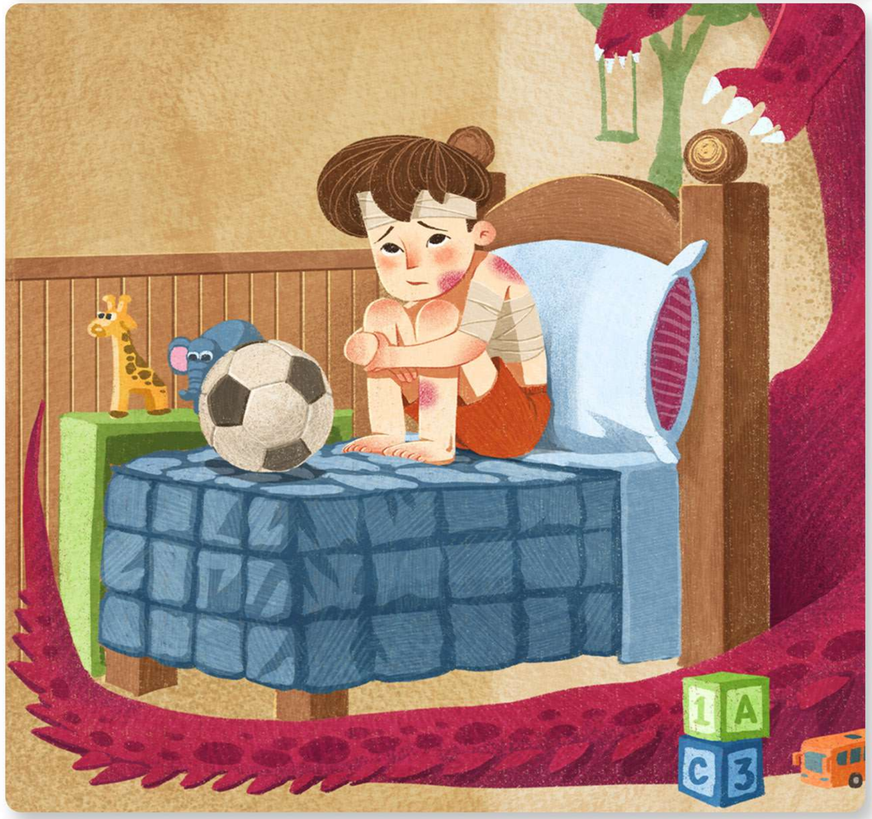

Stylized anatomy & proportion | Dynamic poses | Animal companions | Genre/style adaptation | Digital painting | Scene composition











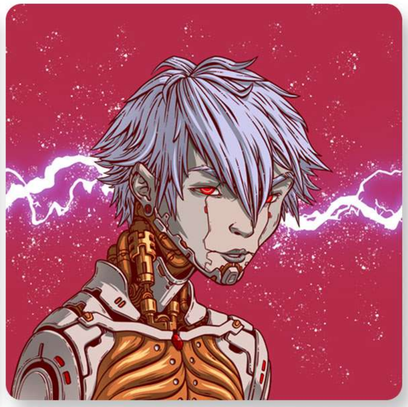






Children's illustration | Character appeal | Facial expressions & gestures | Narrative scene illustration | Animal character interaction | Warm color storytelling



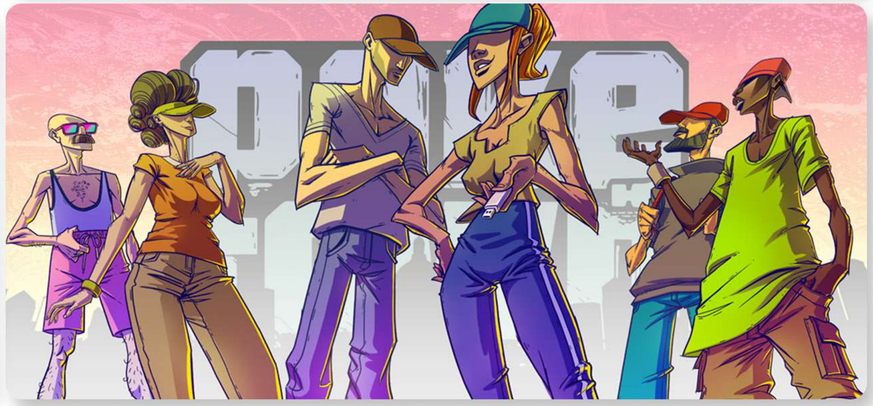












Comic-style illustration | Character concept art | Creature design | Sci-fi & fantasy visual language | Dynamic lighting | Stylized costume design | Worldbuilding mood



Graphic design

Although this portfolio is primarily focused on illustration, it’s worth mentioning that for more than 7 years as a professional designer, I have put those skills to use by working with brands that value and communicate through this language.

From discovery and audits to concept, prototyping, guidelines, and asset libraries, I design logo systems, typography, color, iconography, and components that are ready to scale, grounded in clear strategic thinking.



Since 2018, I have been designing logos for various industries and countries, specializing in the creation of brandmarks. This selection highlights a wide variety of styles, ranging from geometric minimalism to illustrated maximalism, each tailored to specific needs.

Brandmarks & monograms | Pictorial & abstract | Geometric/grid-based construction | Optical adjustments

Kilimanjaro Heroes

TANZANIA

A booking site for safaris and trekking trips and a reimagined brand concept for adventurers. The identity uses bold lettering, high-contrast vector illustration, and a rugged off-road visual language to give the brand a younger, more courageous voice.

The system includes responsive vehicle marks, from a detailed hero illustration to simplified icons for small-scale use.



Custom lettering | Vehicle stylization | High-contrast vector artwork | Responsive asset design | Adventure visual language

Core Blockchain

SLOVAKIA

Creation of a glossy, Web3-inspired icon set designed to clarify the brand, drive consistency, and strengthen its digital presence.

Core Blockchain is redefining the digital financial ecosystem with an open, secure, and decentralized platform. Its goal is to overcome the limitations of traditional financial systems and create a new value network on the Internet—based on integrity and innovation.



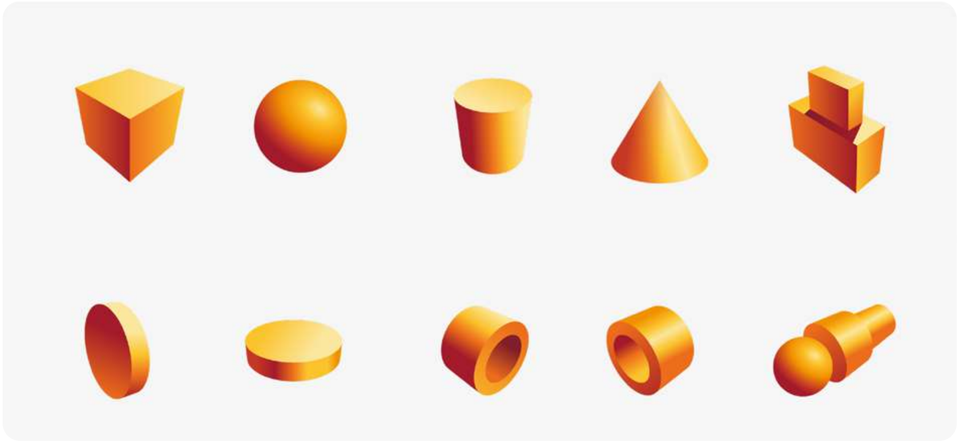
Iconography system design | Multi-variant exploration | Glossy style | Color/geometry/material consistency | Grid/pixel-perfect (small-size clarity) | Figma component library & production-ready handoff

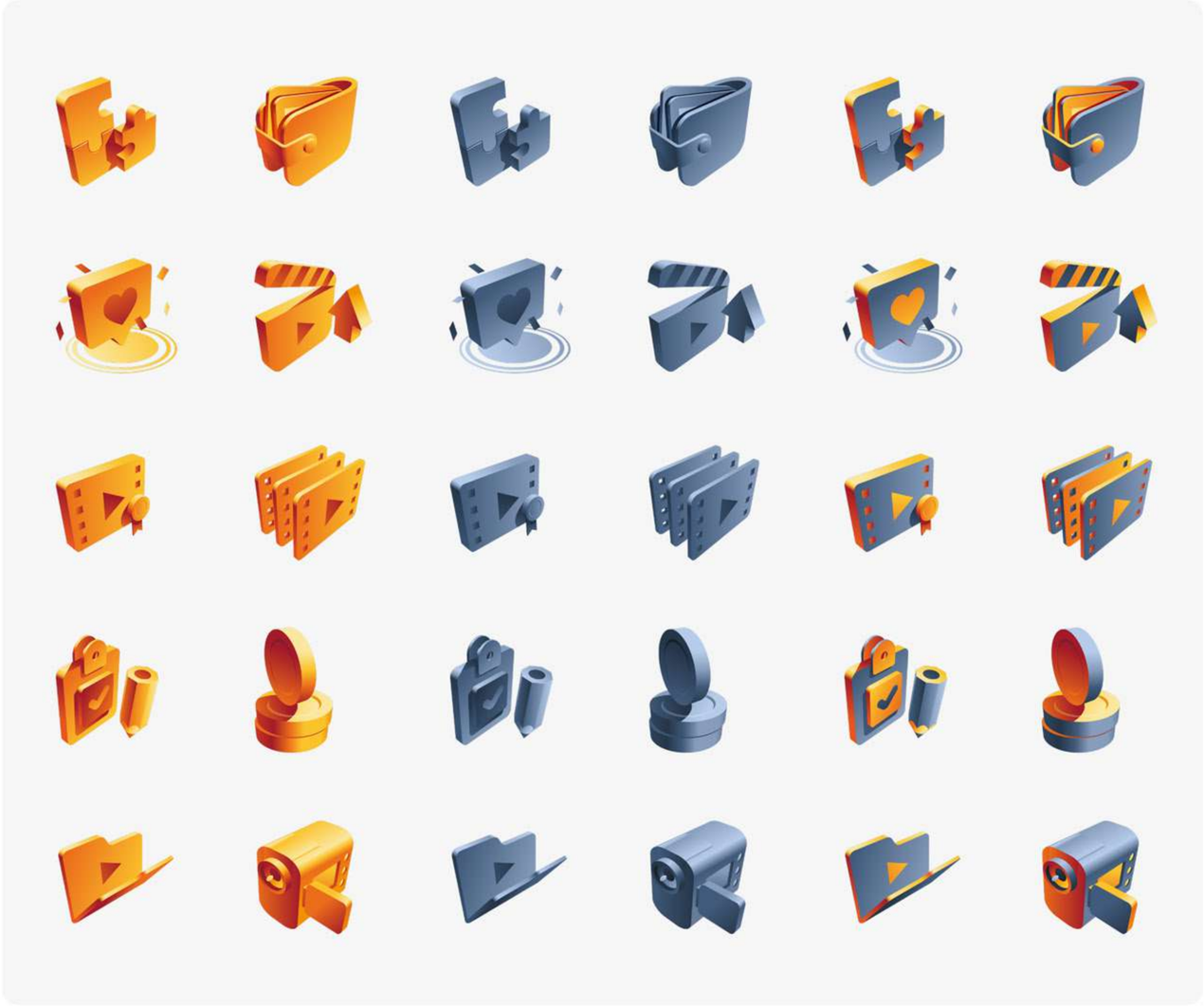
Ting & Stage

SLOVAKIA

Redesign of visual identity with logos, illustrations, symbols, backgrounds, and various formats for web applications.

Ting and Stage are sibling platforms with blockchain technology developed for content creation and presentation. While Ting offers an optimized environment for video playback, Stage enables interactive meetings and live broadcasts with advanced streaming tools.







Geometric shape language | 3D thinking | Light & shadow rendering | Small-format readability (clear silhouettes, simplified detail) | Multi-palette variants | Iterative concept development

















On-brand illustration system (cross-touchpoint consistency) | Color scripting & palette control | Scalable vector artwork & coherent shape language | Multi-format adaptation

THANK YOU!







PORTFOLIO

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2018-2026 | Illustration | Graphic Design