



# MARTIN WICKSTROM

ILLUSTRATOR & DESIGNER

## BIOGRAPHY

I possess extensive professional experience in illustration and design, with a strong passion for exploring diverse styles. Originally from Sweden, I currently reside in Philadelphia with my wife and two children.



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/MartinWickstrom



WickIllustration.com

## PROFESSIONAL EXPERIENCE

### FREELANCE ILLUSTRATOR

Wickstrom Illustration | Sept 2004 - present

- Create illustration and design for publishing and advertising
- Conceptualize and implement visual branding identity
- Adapt to a wide range of pre-established styles
- Refine and enhance pre-existing concepts
- Collaborate and coordinate with art directors, animators, designers, ..authors, and editors
- Conceptualize and create 2D animation from start to finish
- Formulate, organize, and illustrate storyboards
- Plan and develop original styles and ideas for games
- Generate clear and engaging infographic material
- Worked with hundreds of clients, including: Disney, WWF, World Bank, ..Scholastic, PBS Learning, Fannie Mae, The American Museum of Natural History, ..Panasonic, ABC Mouse, Leapfrog, New York University, Storytime ..Magazine, Cikada Magazine, and Houghton Mifflin Harcourt
- Produce and manage coherent series of artwork for licensing by ..Bentley Global Arts Group and Art Licensing International

### IN-HOUSE ILLUSTRATOR & DESIGNER

Homer Learning | Mar 2013 - Mar 2015

- Helped launch the award-winning early literacy app, Learn with Homer
- Cultivated visual brand identity by creating coherent graphic assets
- Produced full color artwork for the entire app
- Developed characters
- Identified and articulated new creative directions for visual content
- Designed graphic assets for animation
- Planned and illustrated engaging and visually consistent games
- Illustrated and designed web display banners and promotional materials

## EDUCATION

### GOTHENBURG UNIVERSITY

Gothenburg, Sweden | Aug 1996 - Aug 2002

B.A. Arts & Literature

### MALACA INSTITUTO

Malaga, Spain | 2003

Advanced Spanish

## REFERENCES

Professional: Bee Johnson | Illustrator & Creative  
p 901-338-0322

Email: beejohnson62@gmail.com

Personal: Michael Jacobs | CEO at Abrams  
p 914-548-9131

Email: mjacobs@abramsbooks.com

## MAIN TECHNICAL SKILLS

Illustrator

Photoshop

After Effects