



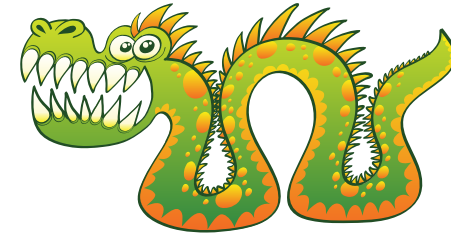
RONALD
reichmann.com

Illustrative &
Character designer

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Hello, I'm Ronald



My main goal is making people smile, bringing positive messages, and helping to spread awareness about crucial aspects of modern life.

My amusing illustrations and animal characters were first sold as "Print on Demand" clothing, accessories and stuff in Zazzle, Redbubble, and in my Shopify powered boutique, Zoo&co.

In 2014, I created illustratoons, where I began to sell my images and characters as royalty-free stock images, and where I offered my services to translate communication needs and wishes into custom illustrations.

In 2015, I found new inspiration with the arrival of my lovely daughter and created my collection of adorable baby characters in addition to my new interests: Pattern design and Doodle art.

My goals include creating 3D characters, launching art toys collections, producing motion design clips, and contributing in interesting and engaging projects by bringing my passion and experience as illustrator and designer. Enjoy my portfolio!



I'm an illustrative and character designer. I enjoy exploring about the universe, people, nature, culture, spirituality, and visual arts.

I was born in Bogotá, Colombia, where I became an industrial designer in 1993. After some years designing POP material in Quality Right Design (QRD) for diverse brands, I worked as a graphic and industrial designer for the Maloka Interactive Museum, developing scientific exhibitions.

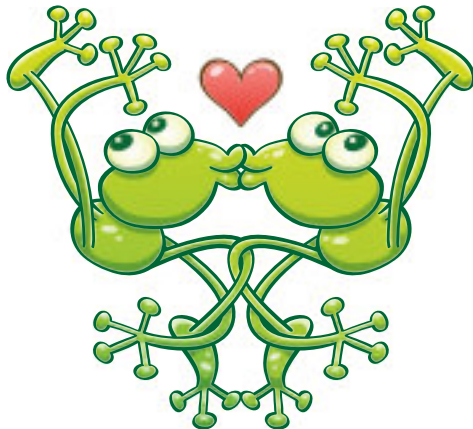
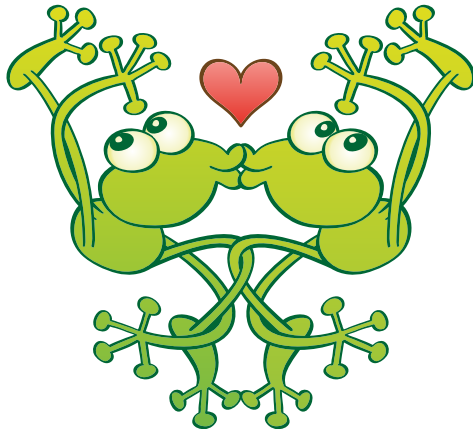
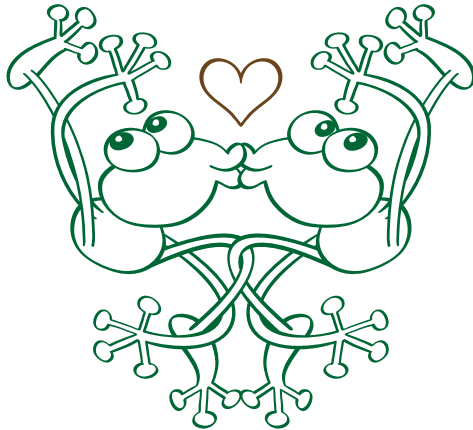
In 2001, I moved to Switzerland with my beloved girlfriend, to study web design and 3D animation. I currently live in a beautiful village in the middle of the countryside, and have goats, sheep, and cows as neighbors!

After several years as a web designer, I realized that I couldn't live without making one of my dreams become true: design characters and create illustrations.

So, in 2008, I dedicated myself to creating characters and illustrating in a colorful cartoon style with a touch of whimsy, a pinch of twisted, and a whole lot of humor!



Illustrations?



An illustration does its work if it conveys the right idea, to the right people at the right time. Illustrations must do a job! To clarify complex details, highlight the meaning or boost the emotion of the accompanying text at a glance.

You may use an illustration if you want to:

- Highlight your texts.
- Describe with no words.
- Explain in an original way your ideas.
- Make your message even more powerful.
- Ease the comprehension of complicate subjects.
- Create strong emotions.
- Stay in people's minds.
- Make people leave old ideas behind.
- Boost your brand, product or service through original concepts.
- Make your competitors feel jealous.
- Bring full satisfaction to your customers.

Where to use illustrations

Illustrated corporate identity . Character design . Storyboarding . Walls and objects decoration . Printed products . Toys and games . Apparel and clothing . Websites . Blogs . Magazines and publications . Social networks . Illustrated Books . Events . Graphic recording .Video clips . Presentations . Documents covers .

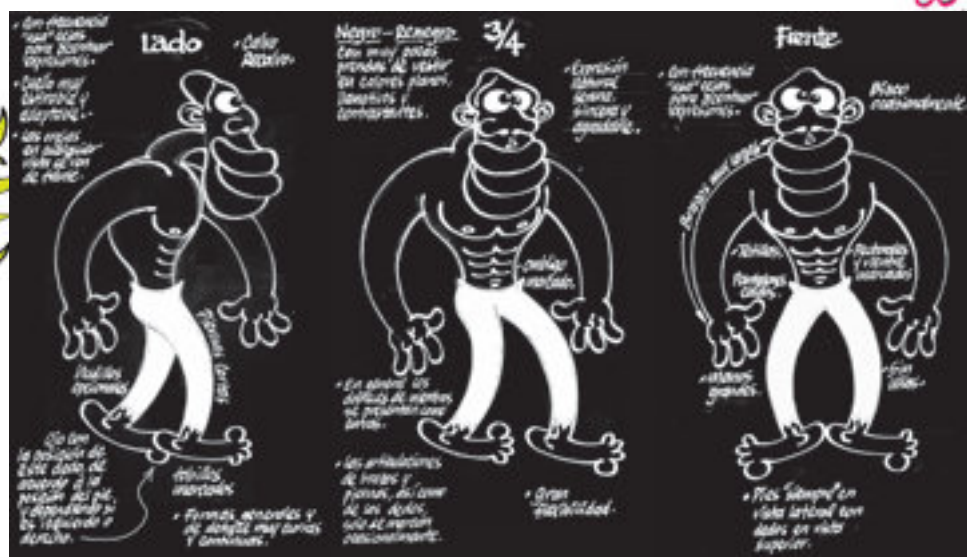
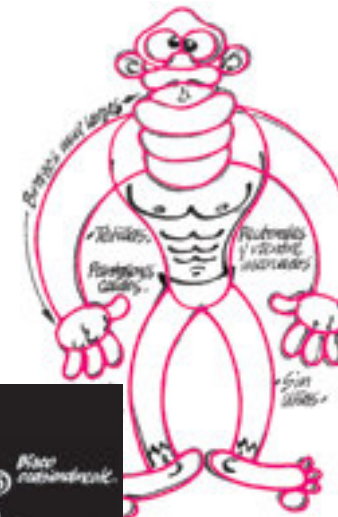
Let's work together!

Easy, no headaches, personalized follow-up, best results!

Occasions



Character design



Pattern design & Doodle art



Illustrations on products



Hand lettering

EARTH
DAY
every
day

What?

unicorns
do exist!

Merry
Christmas

Down?

BURP!

oops!

make St.
Patrick's Day
even greener

READY
for
SUMMER

Get out
of my way!

Scary

Happy
new you

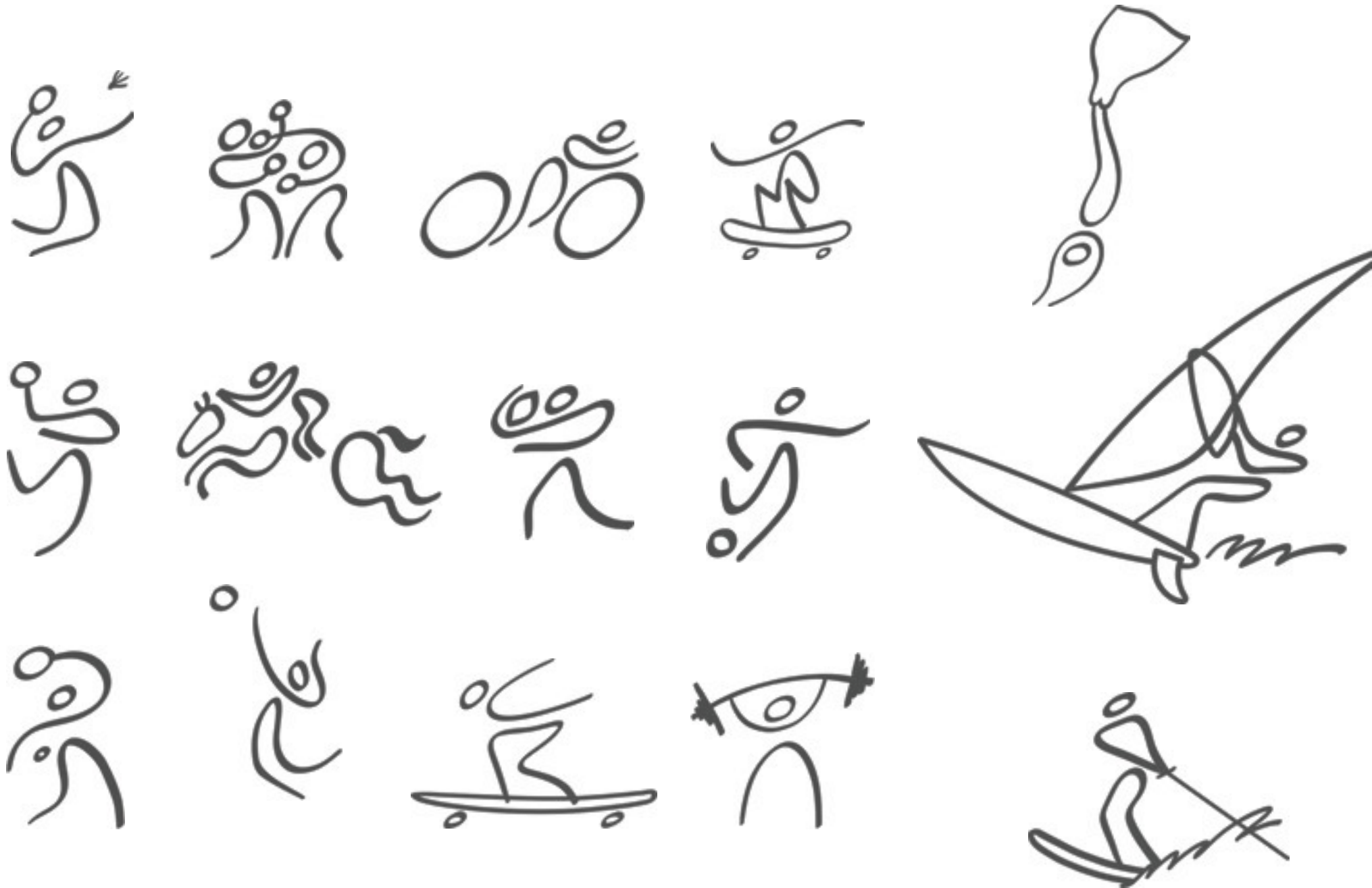
Hyperconnected

Wow

Swiss designs



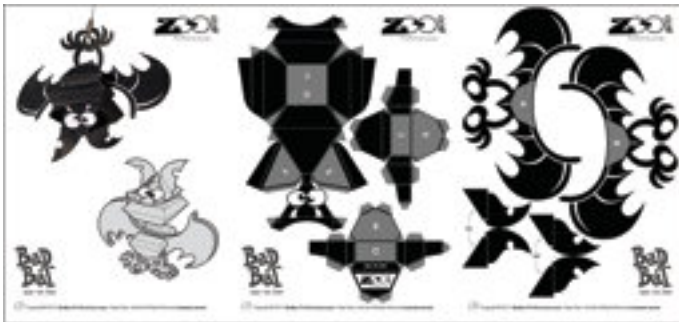
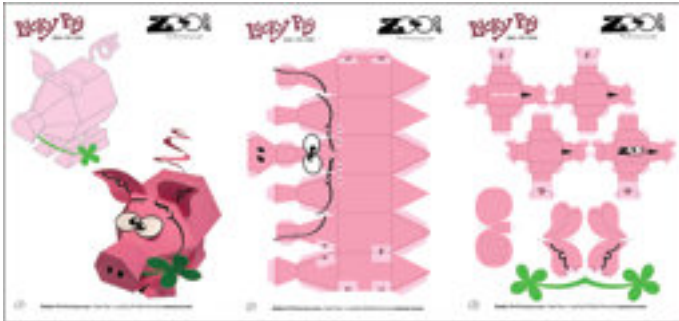
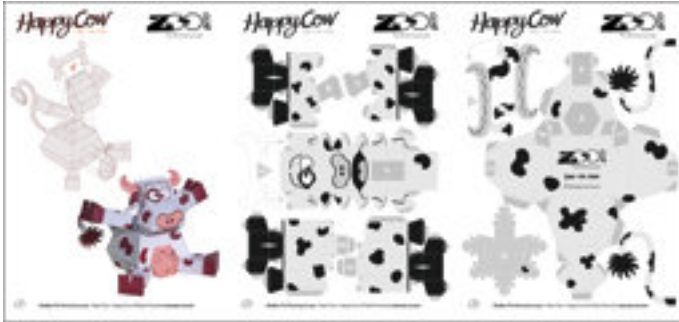
illustratoons - Pictograms



Storyboarding



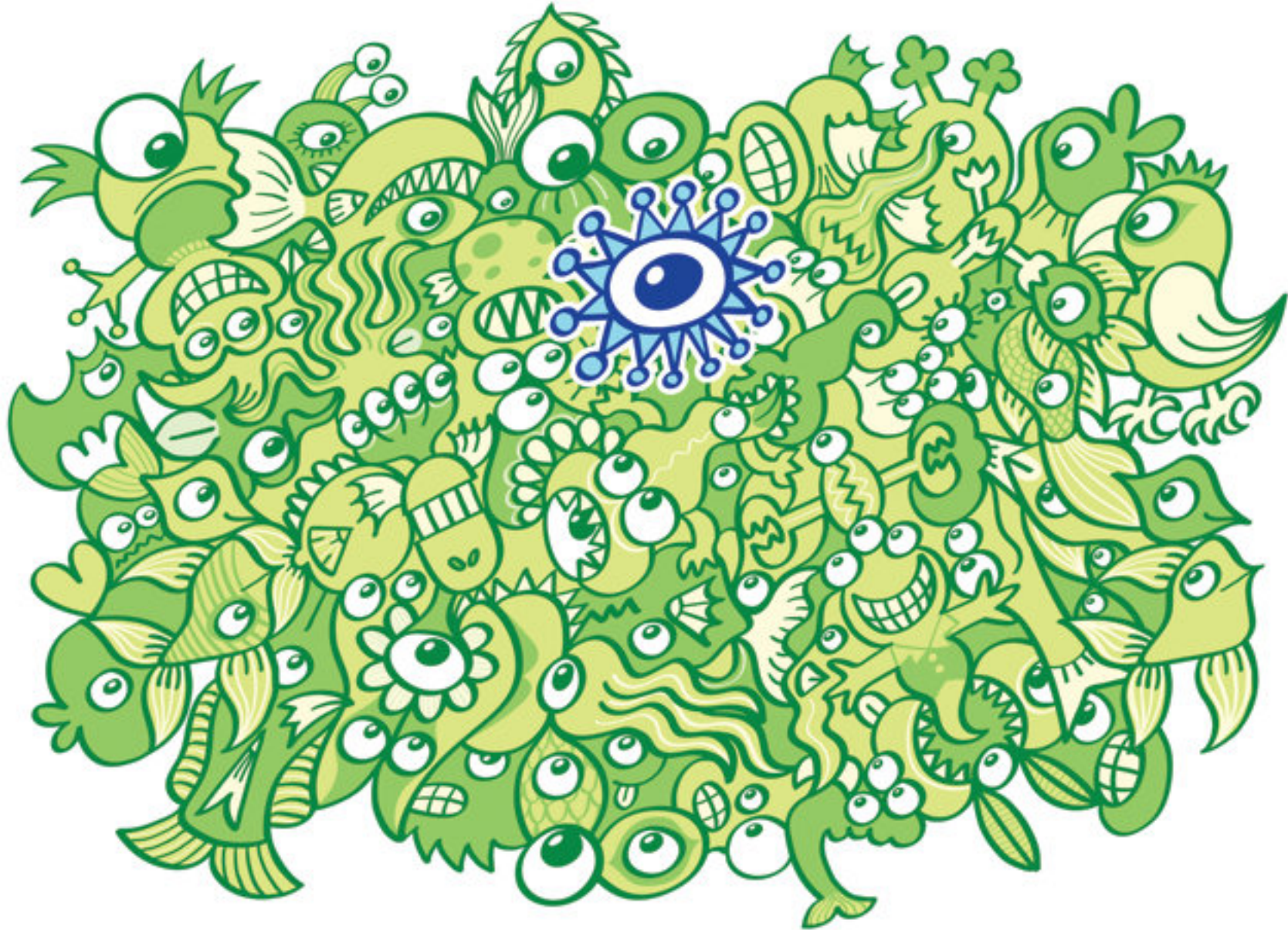
Zoo&co - Paper toys



Illustrated logos



CreativeStation.it - Illustration for the book “Sketch in Touch”



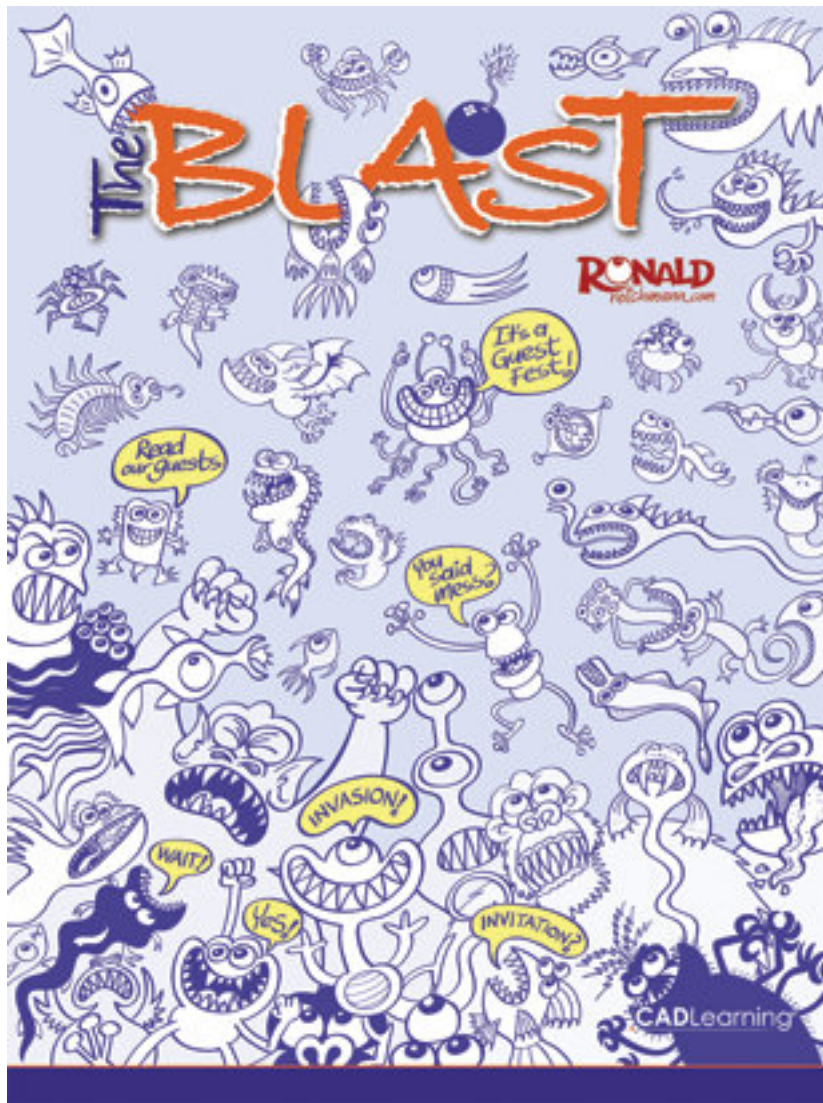
Various illustrations



Opepa - Guides of practices in ecotourism



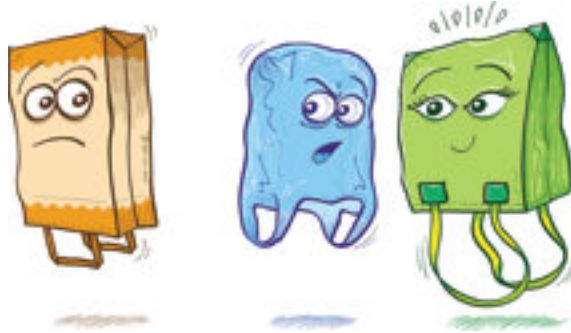
The Blast - Magazine cover



Salud bucal familiar - Social networks



Homoecologicus - Blog illustrations



Baby animals collection



50% Lait
50% Amour



Qualité supérieure

**Fabriqué en Suisse
avec du cacao
100 % colombien**

Ingredientes : azúcar, leche, cacao,

mantequilla de cacao, aromas naturales. Puede contener trazas de besos, lagrimitas, jugaretas, ruiditos, ternura, risitas, desvelos y carantoñas.



Book cover, layout and illustrations





Illustrative
Character
Pattern
Doodle art
Hand lettering
Printed products

design

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