

## Ian David Marsden

*Illustrator, Creative Professional & Art Director*

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### Profile:

Creative and versatile Illustrator, Designer, Cartoonist, and Animator with over 25 years of global experience, blending traditional artistry with modern digital techniques. Inaugural artist for Google Doodles, with a portfolio that spans collaborations with The New Yorker, MAD Magazine, and a host of international clients. My art is fueled by a lifelong passion for storytelling and visual exploration, rooted in an eclectic upbringing that spanned New York City's Greenwich Village to Zurich, Switzerland. Recognized for my inventive visual solutions, I bring a unique blend of cultural influences, artistic disciplines, and a commitment to pushing creative boundaries.

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### Education:

- Literargymnasium Rämibühl Zurich, Modern Languages
- F+F School for Art and Design Zurich, Gestalterischer Vorkurs (Preparatory Art Course)
- Graphic Design Apprenticeship, M,H, Leo Burnett Zurich
- Pratt Institute Manhattan, Various Illustration-Related Courses
- AET Academy of Entertainment & Technology, Santa Monica College - Graduated 2002, Major in Traditional and Computer Animation

My educational journey was as much about acquiring technical skills as it was about shaping my artistic philosophy. The multicultural environment of my upbringing, combined with the rigorous training at the F+F School for Art and Design in Zurich and during my apprenticeship as a graphic designer in a local agency, instilled in me a profound appreciation for the 'less is more' principle inherent in Swiss graphic design. This principle has guided my approach to visual storytelling, urging me to find the essence of a narrative or character within the simplicity of a line or the economy of a design. My time at the Academy of Entertainment &

Technology in Santa Monica further expanded my horizons, blending the precision I learned in Zurich with the boundless creativity of animation and digital art. This fusion of disciplines encourages me to constantly explore new mediums and techniques, ensuring my work remains fresh, relevant, and impactful.

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## Experience:

### **Independent Illustrator, Designer, Cartoonist, Animator, Art Director, and Creative Director**

- Collaborated with a diverse range of international magazines, children's TV, books, advertising, and corporate clients to bring visual narratives to life.
- Developed and maintained successful relationships with clients across the US, Switzerland, France, and Germany, understanding their needs and translating them into impactful visual designs.
- Significant projects include creating recycling comics for Coca-Cola, the design of the official mascot for the Ski World Championship 2003 in St. Moritz, illustrating the entire Mercedes-Benz employee customer relations manual, and releasing a critically acclaimed graphic novel in 2020.
- In a standout project early in my career, I was commissioned by a then-fledgling company named Google to create the first series of what would become the iconic Google Doodles. As the inaugural artist, I was not only pioneering a new form of digital art seen by millions worldwide but was also exclusively responsible for creating them for over a year. This role demonstrated my ability to blend creative vision with digital technology in ways that were engaging and universally accessible, setting a precedent for one of the internet's most creative and beloved traditions and underscoring my capacity for innovation and my role in shaping the visual language of the web.

### **Art Director and Creative Director Roles:**

- **Sham Records (2000 - 2002):** Co-founded pioneering multimedia company, creating groundbreaking web animations in Macromedia Shockwave and later Flash. Innovative approach captured industry leaders' interest.
- **Ja-Tail Enterprises LLC (2002 – 2012):** Served as Creative Director, overseeing design needs ranging from logos and singles to albums, website design, and other promotional materials.
- **La Toya Jackson (2002 – 2012):** Provided creative direction, managing design needs including covers, tray inlay cards, and insert booklets tailored to reflect La Toya's brand and musical style, along with creation of original illustrated royal crest designs.

- **Plushland Inc (2001 – 2006):** Served as main Art Director, supervising design and production of various materials including flyers, catalogs, ear tags, and websites for plush toy company.
- **Sanafort (2008 – 2015):** Embraced challenge of serving as Creative Director, directing design of various materials including website designs, video productions, flyer and catalog designs, logos, and packaging designs for vitamins and supplements.

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### Skills & Tools:

- Advanced proficiency in Photoshop, Illustrator, and the Adobe Creative Cloud Suite, including XD, InDesign, Animate, Character Animator, Premiere, and AfterEffects.
- Skilled in Celsys, Inc Clip Studio Paint EX, Procreate on iPad Pro, and Microsoft Office 365.
- Expertise in traditional drawing and painting methods. Certified Animator.

### Languages:

- Fluent in English, German, and Swiss German.
- Proficient in French.
- Basic understanding of Italian.

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### Personal Statement:

From my early days sketching as a child in Greenwich Village to the dynamic storytelling of my graphic novels and illustrations, my artistic journey has been one of continuous exploration and expression. My multicultural background and experiences across different artistic disciplines have deeply influenced my work, driving me to seek out new challenges and opportunities to innovate within the field of illustration and animation. I am passionate about creating art that resonates, tells a story, and brings joy to its audience. With every project, I aim to blend my rich artistic heritage with my professional expertise to create memorable and engaging visual experiences.

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### Milestones:

- First published at age 16 in prominent Swiss magazines, marking the beginning of a distinguished career in art and illustration.
- The mind behind the first series of Google Doodles, setting a precedent for one of the internet's most beloved traditions.

- 2002: Nominated for the National Cartoonist Society's Reuben Award in the "New Media" category.
- 2020: Released "Marvin: Based on the Way I Was by Marvin Hamlisch," my first graphic novel, to critical acclaim.

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### **Affiliations (Past and Present):**

- National Cartoonist Society
- Society of Children's Book Writers and Illustrators
- Mensa

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### **Select Clientele:**

Coca Cola, Daimler-Benz, Diesel Jeans UK, Dräger Global, Evonik Industries, Fox Sports Television, Friars Club New York, Google, Henkel, Infospace.com, Ja-Tail Enterprises LLC, Johner Institut, La Toya Jackson, Lindt Chocolate, MAN, METRO, Mövenpick, Neue Zürcher Zeitung, Nebelspalter, Novartis, Plushland Inc, Publicis, PwC, Ringier Verlag, Roland Berger, Samsung, Sanafort, Santillana, Schiffer Publishing, Sham Records Multimedia, Showtime Television, Ski WM 2003, Telekom, Universal Music Group, Universität Bern, Universität Zürich, VISA, Wacom, Zum Goldenen Hirschen

For a more complete client list, please visit my homepage.

[www.marsdenillustration.com](http://www.marsdenillustration.com)