



## Ian David Marsden

Illustrator & Creative Director

Editorial & Commercial Illustration · Business Comics · Mascots & Characters

UX/UI Storytelling · Motion & Branding | 📍 Based in France – Available Worldwide

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🌐 [marsden.fr](https://marsden.fr)

📺 [youtube.com/@MarsdenIllustration](https://youtube.com/@MarsdenIllustration)

🎬 [vimeo.com/idmarsden](https://vimeo.com/idmarsden)

### Professional Summary

Illustrator, Cartoonist, and Creative Director with 25+ years of experience transforming complex ideas into compelling visual storytelling. I specialize in cartoons, mascots, business comics, editorial illustration, UX/UI design, and brand storytelling across industries like publishing, SaaS, advertising, education, and entertainment. From illustrating the first-ever Google Doodles to designing comic strips printed on Coca-Cola cans promoting recycling, and contributing over 120 editorial illustrations for Mercedes-Benz employee publications, my work blends traditional drawing skills with digital innovation. Clients include: Google, Coca-Cola, Daimler-Benz, Samsung, PwC, Henkel, VISA, Schiffer Publishing, and Universal Music Group.

### Cartooning & Character Design

Editorial & Satirical Illustration

Business Comics & Conceptual Cartoons

Character & Mascot Design

Visual Storytelling for Print & Digital

### Branding & Communication

Brand Identity & Narrative Systems

Advertising & Marketing Visuals

Corporate Illustration & Pitch Decks

Licensing & Merchandising Artwork

### Digital Media & Interface

UX/UI Illustration & Interface Support

Animation & Motion Graphics

Packaging & Product Design

Cross-Platform Visual Consistency

### Craft & Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)

Typography & Layout

Cross-Cultural Creative Collaboration

Creative Direction & Team Leadership

### Languages

English / German – Bilingual

French – Full Professional Proficiency