



JOY RICHU

SUMMARY

Joy Richu is a seasoned creative specializing in narrative-driven illustration and design, drawing from her background in Creative Writing to craft compelling stories aimed at fostering unity and driving positive change. Transitioning from advertising to independent illustration, Joy has collaborated with prestigious brands like Coca-Cola, The New York Times, Diageo, and Mastercard. Her expertise resides in crafting visually compelling designs that emphasize human connection through a harmonious blend of creativity and storytelling. With a strong belief in the transformative power of imagination, Joy sees her work as a potent tool for fostering connection, facilitating communication, and effecting meaningful change.

EDUCATION

Vancouver Film School (VFS) — *Digital Design, Diploma*

2017

With Honors (91.63%)

Vancouver Film School (VFS) — *Foundation Visual Art and Design, Diploma*

2016

University of British Columbia (UBC) — *Creative Writing, Bachelor of Fine Arts*

2015

CONTACT INFO

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TECHNICAL SKILLS

Illustrator

Premiere

After Effects

Cinema 4D

Photoshop

Procreate

LEADERSHIP AND AWARDS

See It Be It Award Cannes

Lions, 2024

Arcturus Winner: Online Video, Animation Vega Digital Awards, 2017

Student Representative

Vancouver Film School, 2016, 2017

President Africa Awareness Initiative, UBC, 2013

Co-VP External Africa Awareness Initiative, UBC, 2012

International Leader Of Tomorrow Award University of British Columbia, 2011

LANGUAGES

English, Kiswahili



EXPERIENCE

Playing Card Designer — *Flick Solitaire, 2024*

- Created and designed "Safari Canvas," a digital deck of cards inspired by the diverse landscapes of Africa.
- Presented the concept to the Flick Solitaire team, proposing each suit to represent a different category of African Landscape.
- Developed a thematic approach: Clubs featuring desert dunes, diamonds showcasing African rivers, spades depicting coastal paradises, and hearts representing tropical rainforests.
- Selected vibrant colors to celebrate the energy and vibrancy of the continent.
- Collaborated remotely with the UK-based team to design 52 playing cards, card back, 7 card markers, tabletop design, particle variations, banner, pop-up card, and You Win card.
- Crafted typography and suit symbols consistent with the deck's theme.
- Recorded the creation process and provided responses to interview questions for promotional purposes.
- Resulted in a digital deck available on the Flick Solitaire App, capturing and celebrating various African terrains with authentic scenes and patterns.

Book Cover Designer — *Restless Books, 2023*

- Illustrated and designed cover for "The Book Censor's Library," crafting both front and back cover illustrations, typography design, and book sleeve for galley and paperback editions.
- Engaged in remote collaboration with the US-based team, beginning with an immersive reading of the book to capture its essence.
- Produced a selection of draft covers for team evaluation and selection, ensuring alignment with Restless Books' brand identity and vision.
- Developed typography and book sleeve, strategically integrating brand elements such as the logo to maintain brand consistency and visibility.
- Collaborated closely with the team to meticulously fine-tune colors, resulting in a captivating book cover that effectively conveys Bothayna Al-Essa's narrative, drawing in audiences with its unique visual appeal.

Coca-Cola Creations Can Designer — *Coca-Cola, 2023*

- Collaborated with Coca-Cola, VIRTUE, and ForPeople on the design of the Coca-Cola Creations can for Woza, marking the brand's first venture into celebrating the creative essence of Africa.
- Participated in tri-weekly online meetings with Coca-Cola and ForPeople teams to receive project briefings, provide updates, and incorporate feedback.
- Developed a series of hand-drawn sketches in alignment with the project's creative brief, exploring how the African pulse remixes the world.
- Utilized Adobe Illustrator and Photoshop software to digitally render the hand-drawn sketches while adhering to Coca-Cola's brand colors.
- Worked closely with the ForPeople team to integrate diverse illustrated characters and elements, weaving them into a cohesive narrative presented on the can.
- Achieved a can design that authentically represents Africa's creative pulse to a global audience.



EXPERIENCE CONT'D

Book Cover Illustrator — *Playwrights Canada Press, 2023*

- Designed a beautifully vibrant cover for the play "Calpurnia" that effectively represented the tone and imagery of the play, which focused on race, family relations, and appropriation.
- Read the play and consulted with the author to ensure that the cover artwork aligned with their vision.
- Maintained open communication with the managing editor to keep them informed of progress throughout the design process.
- Presented two possible directions for cover artwork and used Adobe Illustrator and Photoshop to bring the chosen direction to life.
- Contributed to the success of the play by creating a cover that drew in audiences and increased sales.

Editorial Illustrator — *Futura Sciences, 2023*

- Created a visually stunning half-page spread for Futura Sciences magazine that showcased the arrival of the first Giant telescope in South Africa.
- Conducted in-depth research into the technology behind the topic to ensure accuracy and authenticity.
- Developed multiple sketches for review by the Art Director and incorporated feedback to create a polished final piece.
- Contributed to increased reader engagement by providing an editorial illustration that effectively conveyed the article's focus on Africa.

Book Cover Illustrator — *Tilted Axis Press, 2023*

- Created a visually captivating cover for "No Edges," the first-ever collection of Swahili fiction in English translation.
- Collaborated with the team by reading the anthology and presenting ideas for the cover artwork.
- Utilized Adobe Illustrator, Photoshop, and Procreate to develop and refine the chosen direction for the cover.
- Captured the essence of the book through the design, resulting in an immediate increase in interest and sales when the cover artwork was shared on social media.

Label Design Illustrator — *Diageo, Bulletproof, 2022*

- Designed and illustrated the new Smirnoff Wild Heat label for Diageo in collaboration with Bulletproof.
- Utilized hand-drawn illustrations, Procreate, Photoshop, and Illustrator to create a vectorized label and complementary assets.
- Maintained a unified vision for the label direction by joining weekly online meetings with the Diageo and Bulletproof teams.
- Resulted in a beautiful, market-appropriate label illustration and complementary assets for use on Smirnoff Wild Heat packaging across the African Continent and beyond.



EXPERIENCE CONT'D

Cover Illustrator — *The Dublin Inquirer*, 2022

- Created cover illustration for Dublin Inquirer highlighting inadequacies in late night bus service in Dublin.
- Focused on conveying the emotion of a woman walking home alone through deserted streets late at night.
- Used negative space to create the shape of a bus and visually represent the cause of concern.
- Resulted in a vibrant and on-topic cover piece that increased reader interest and conversion to the Dublin Inquirer.

Editorial Illustrator — *The New York Times*, 2021-2022

- Created powerful editorial illustrations for The New York Times Book Review based on the novels "You Made a Fool of Death With Your Beauty" and "Radiant Fugitives".
- Utilized Photoshop and Illustrator to create three draft sketches for each project to interpret the brief from different angles.
- Collaborated with the Art Director and received feedback to select the most suitable illustration that conveyed the main idea of the article clearly.
- Resulted in captivating and on-topic editorial illustrations that piqued reader interest, thereby increasing traffic to the books in review.

Visual Storyteller — *Mastercard Foundation Conference*, 2022

- Attended and illustrated the main ideas presented during a two-day Ministerial Forum in Rwanda on building resilient education systems in Africa through IT.
- Utilized Procreate software to create visually engaging illustrations that summarized complex concepts and ideas shared during the forum.
- Added value to the organization and attendees by creating a memorable and informative digital collage that serves as a useful reference for future discussions and initiatives.

Illustrator and Poster Designer — *Toronto Geometry Colloquium*, 2021

- Collaborated with the University of Toronto to create an event poster for their online talks series called the Toronto Geometry Colloquium.
- Tasked with interpreting the theme "Weaving Justice Through Geometry" in illustrated form
- Created a series of illustrated drafts and worked with the team to select the right piece for the event
- Produced a final rendered illustration resulting in a colorful and compelling poster for use on the University's website and social media channels.

Illustrator and Cover Artist — *The Lancet*, 2020

- Crafted monthly cover illustrations for The Lancet HIV, distilling complex briefs into vibrant art that effectively communicated each issue's main topic.
- Produced visually compelling covers that captured readers' attention and underscored the significance of the journal's content, contributing to its overall success.