

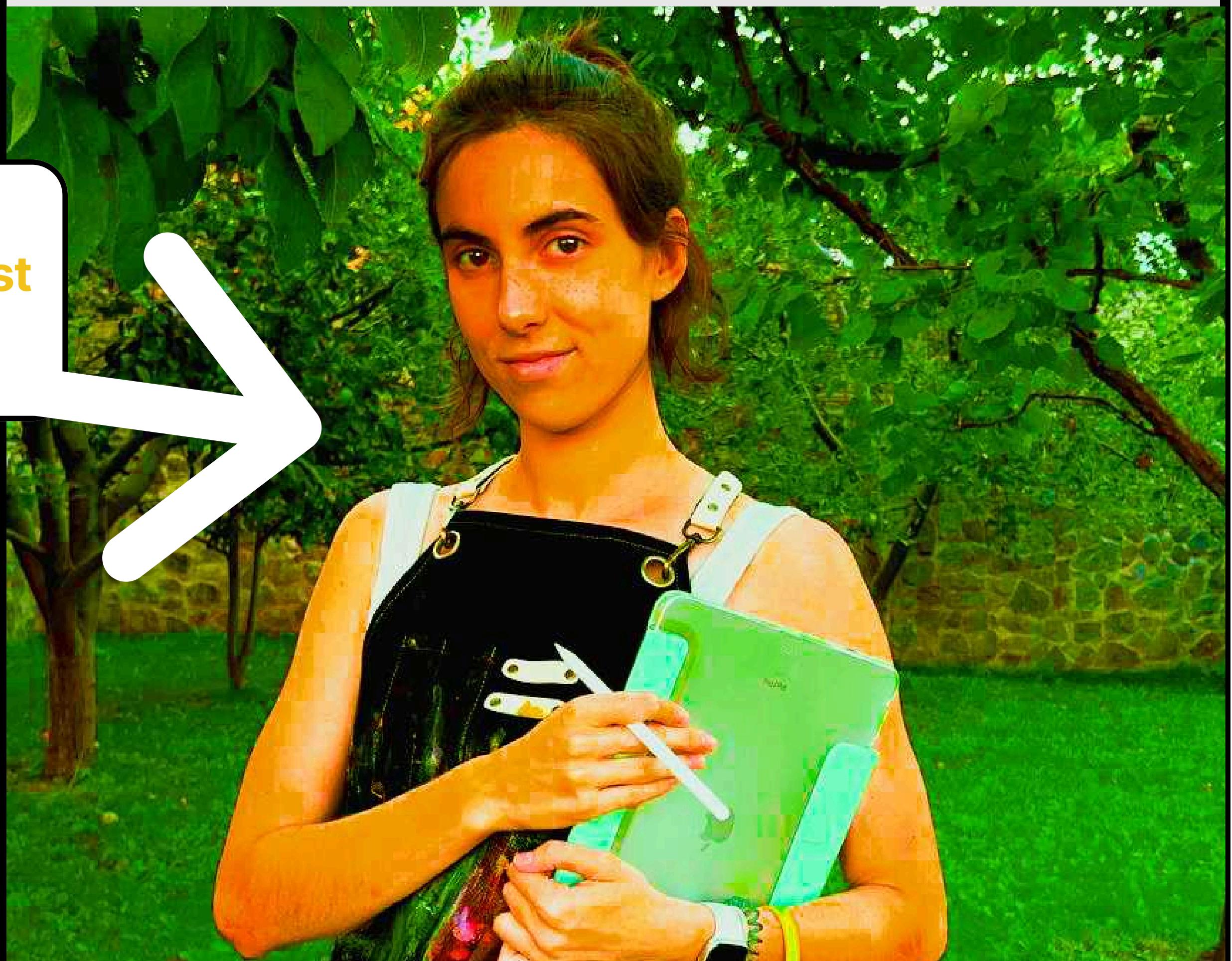
FROM ALEX VELBOY

About:

Hey! I'm Alex Velboy — a concept-driven illustrator specializing in physical spaces and tangible brand items: packaging, window displays, posters, banners, and full visual systems for businesses.

Not my best
pic

CONCEPT ILLUSTRATOR



What Do I Do (Doo-duu-doo ♫)

EDITORIAL & BOOK ILLUSTRATION

Concept-driven illustrations for book covers and editorial stories.
Strong concept and metaphors for your story

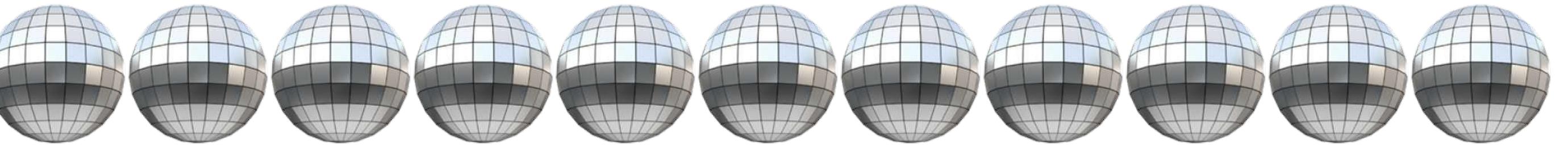
BRAND ILLUSTRATION

Custom illustration systems for brands:
from packaging and campaigns to physical spaces.

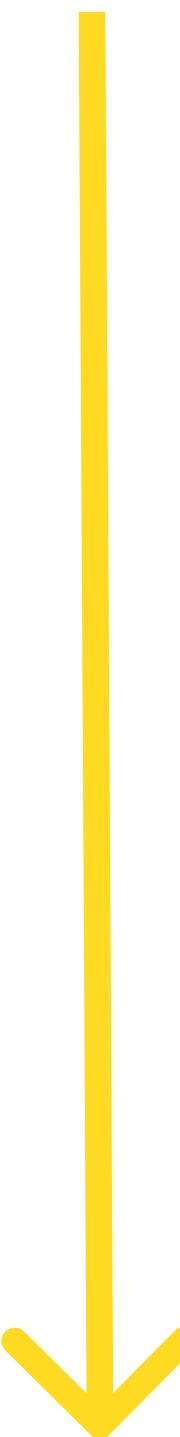
CONCEPT ILLUSTRATIONS

Full-release visuals for musicians:
covers, posters, vinyl, merch.and everything you can imagine with concept illustration

Selected Cases



PUMA & BIMBO
KOOPERATIV COWORKIG
BOOKS FOR PUBLISHING
MURAL



Puma & Bimbo Window displays on glass

Challenge:

Create a clear, inviting key visual that unites sport, coffee, and running under the Puma brand — while showcasing the new sneaker line in a way that's instantly understandable to a broad audience.

Result:

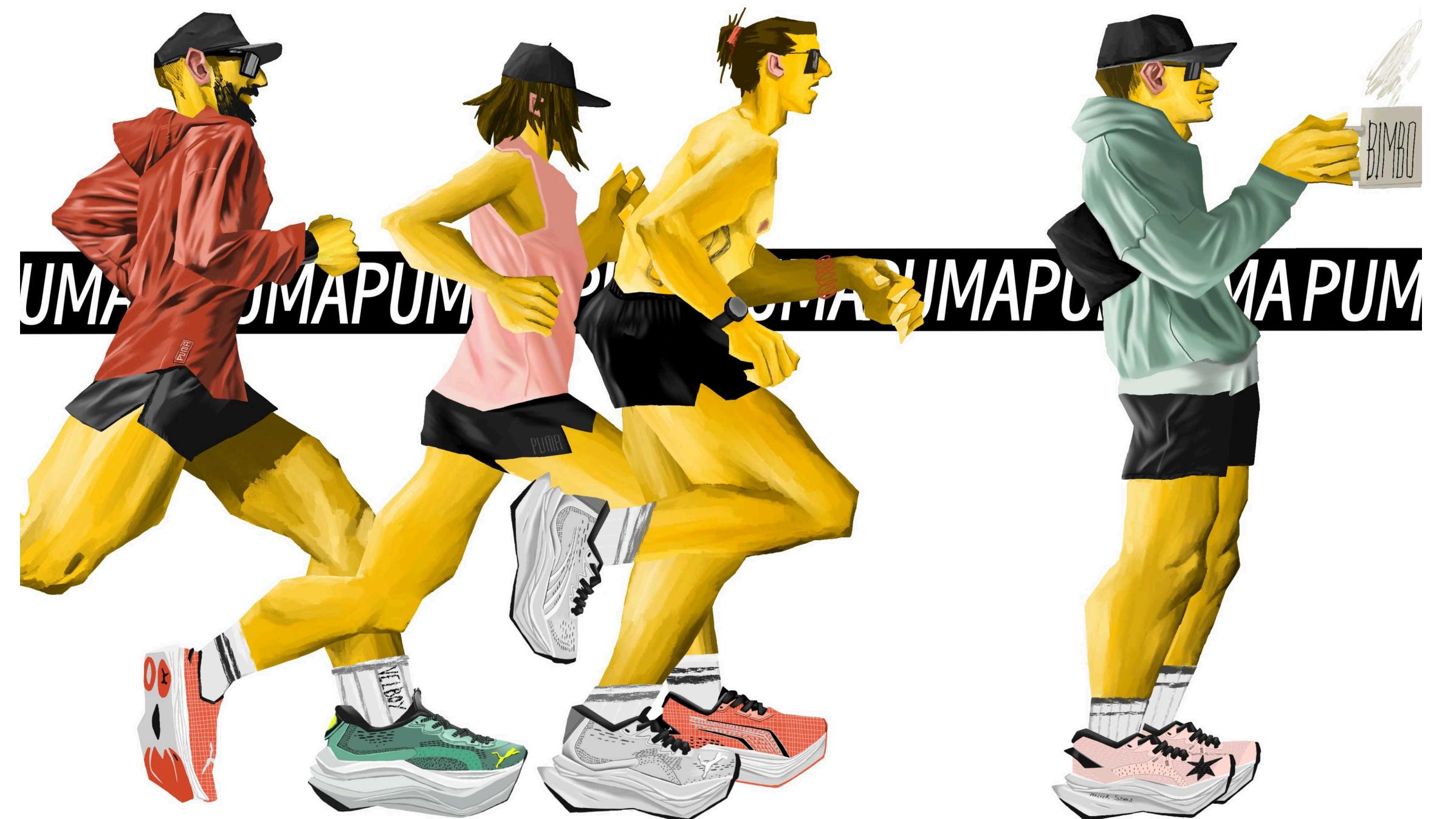
A completed in-store window display (ready for print and placement).

PUMA & BIMBO CAMPAIGN:



Case

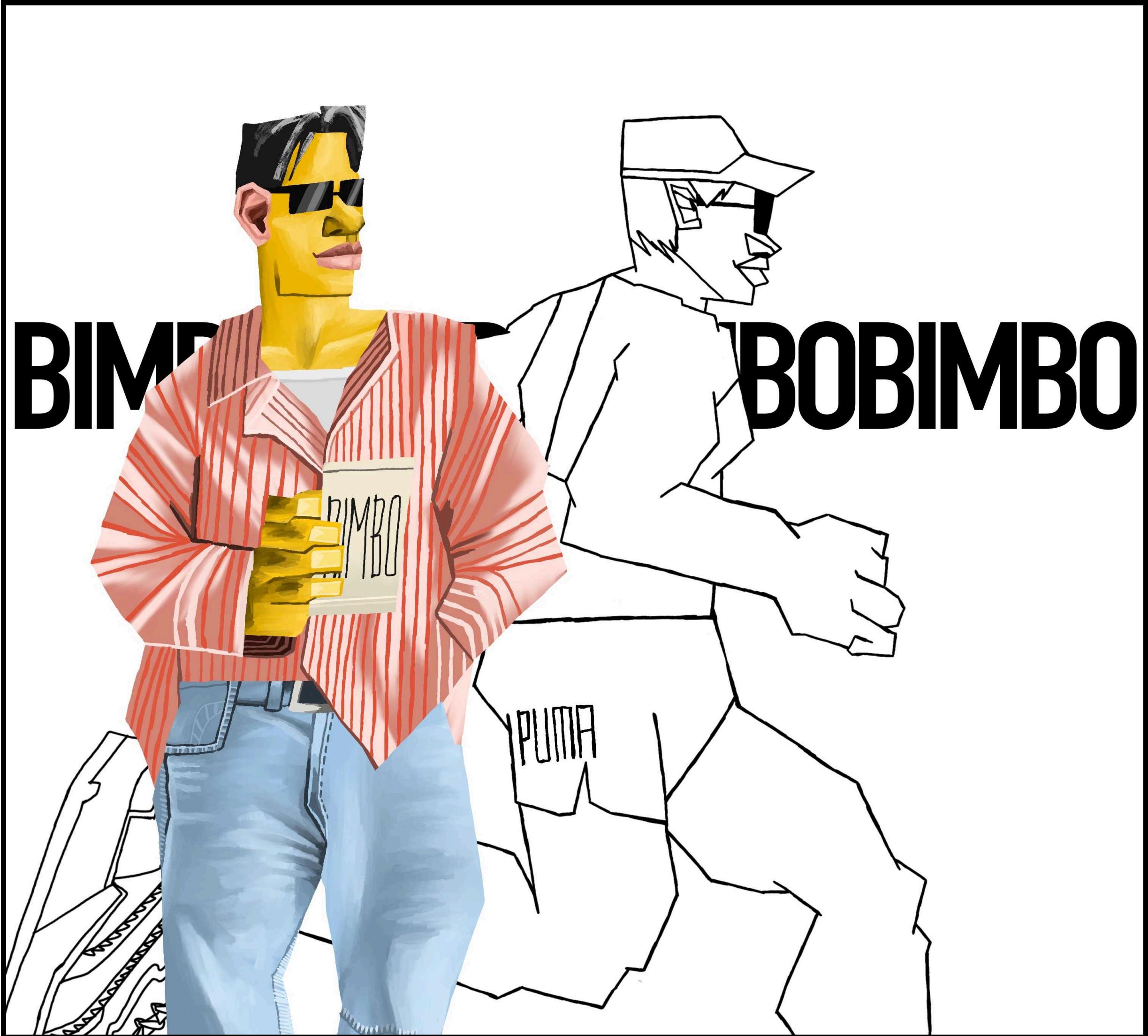
PUMA'S PART



BIMBO'S PART



Case



KOOPERATIV

Window displays + packaging

Challenge:

Translate Kooperativ's values into a cohesive cast of characters and a production-ready illustration system - resulting in two window installations, a printed notebook, and branded cups.

Result:

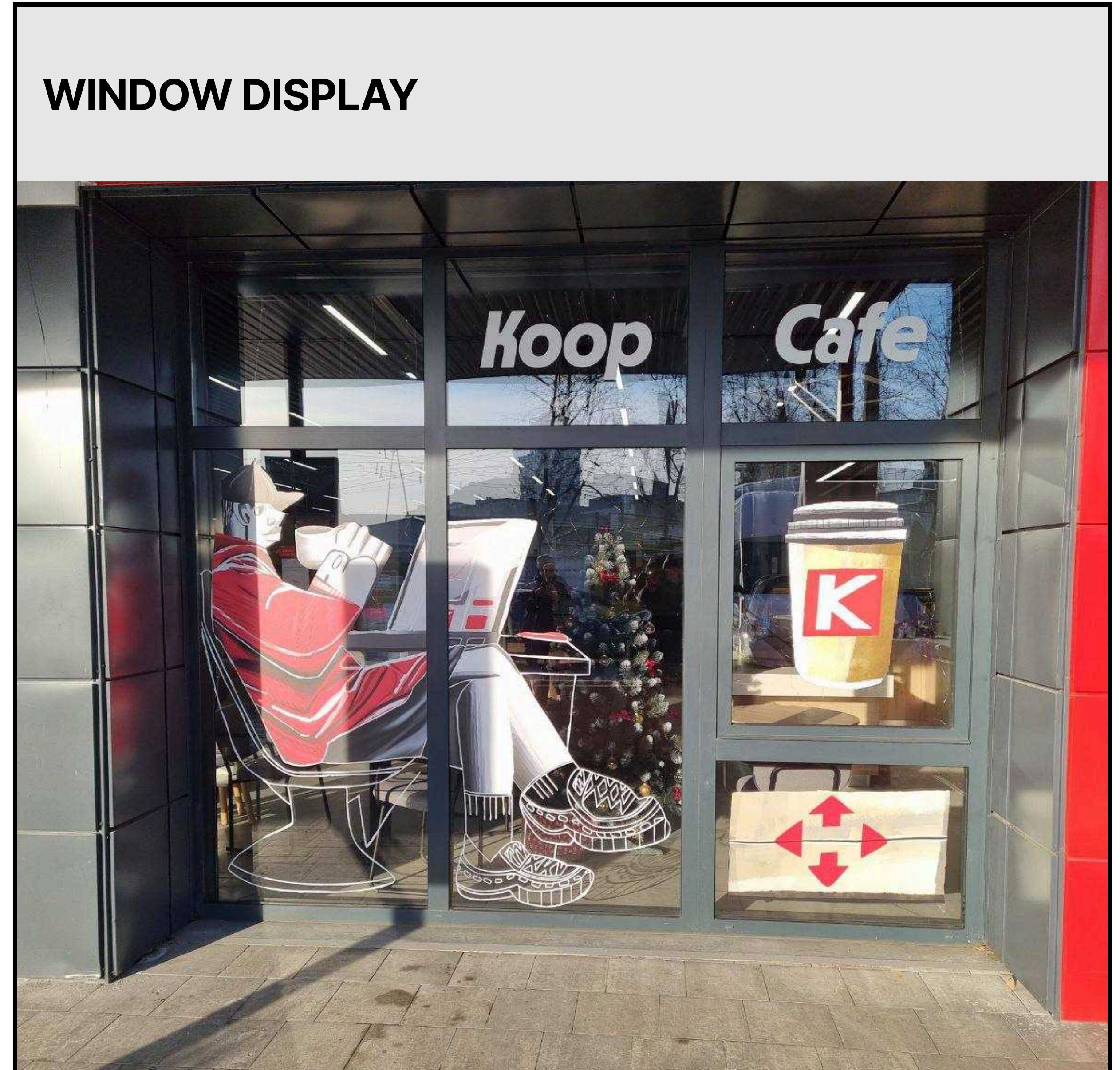
Two physical window displays, a printed notebook, and branded coffee cups.



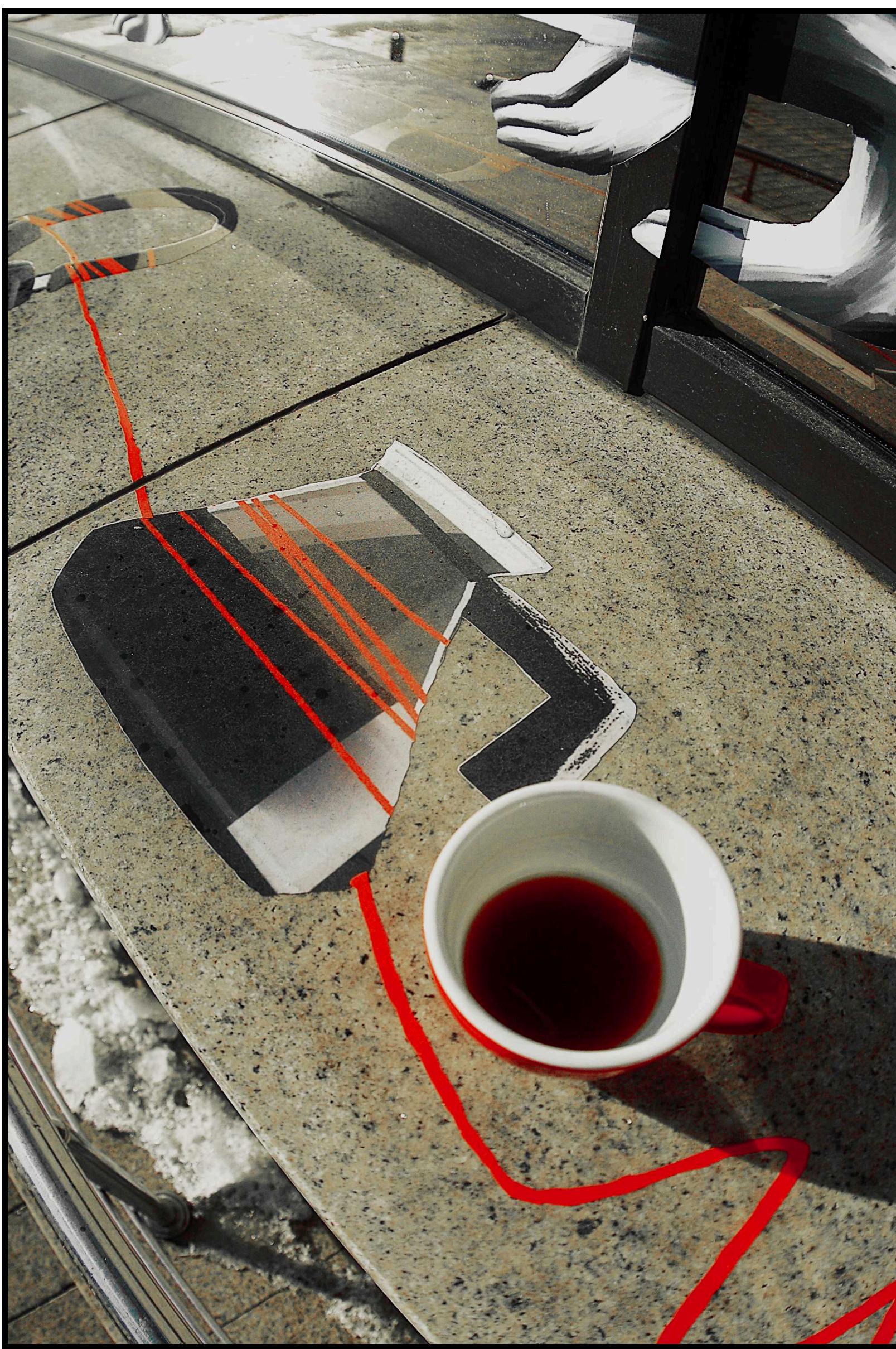
Case



Case



Case



Case



Book illustrations for publishings

Challenge:

Create a cover system that instantly communicates the book's meaning — so a reader immediately understands the tone, theme, and what awaits inside.

Result:

Delivered print-ready book files and a complete production package, including final layouts and polished mockups for presentation.

Mit the Storoni “Stress-Proof”

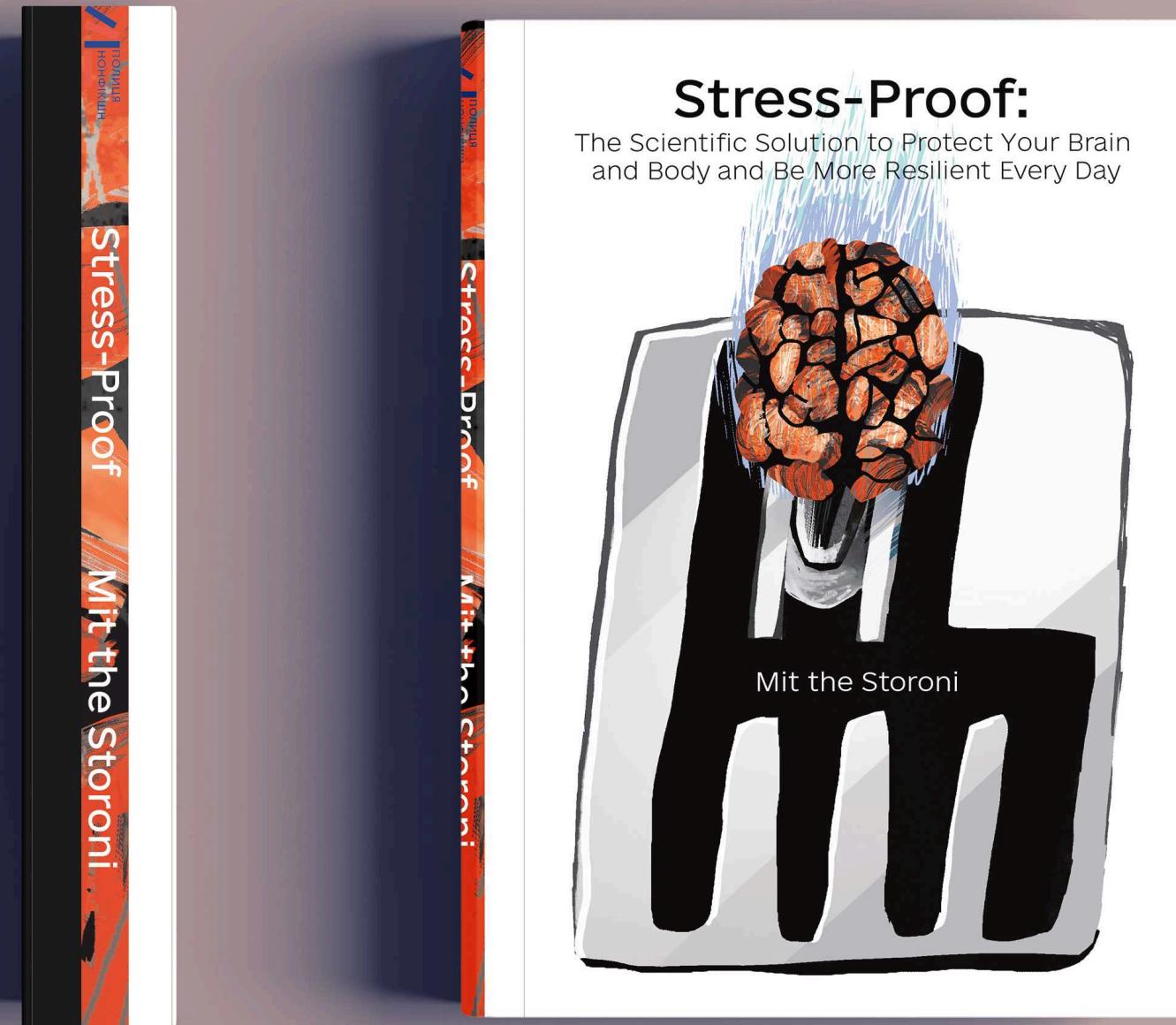


Case

V.E. Schwab “Bury Our Bones in the Midnight Soil”



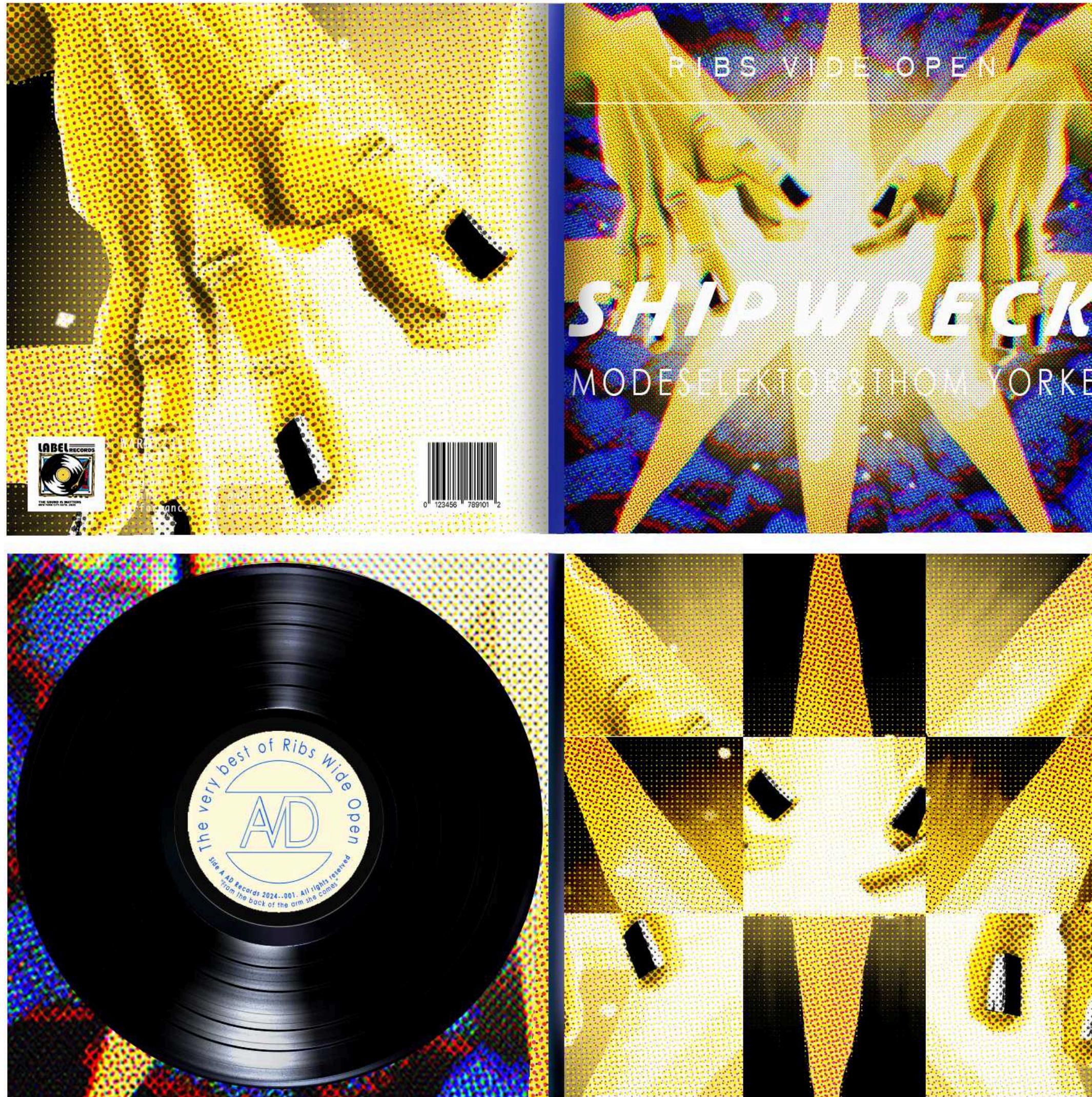
Mit the Storoni “Stress-Proof”



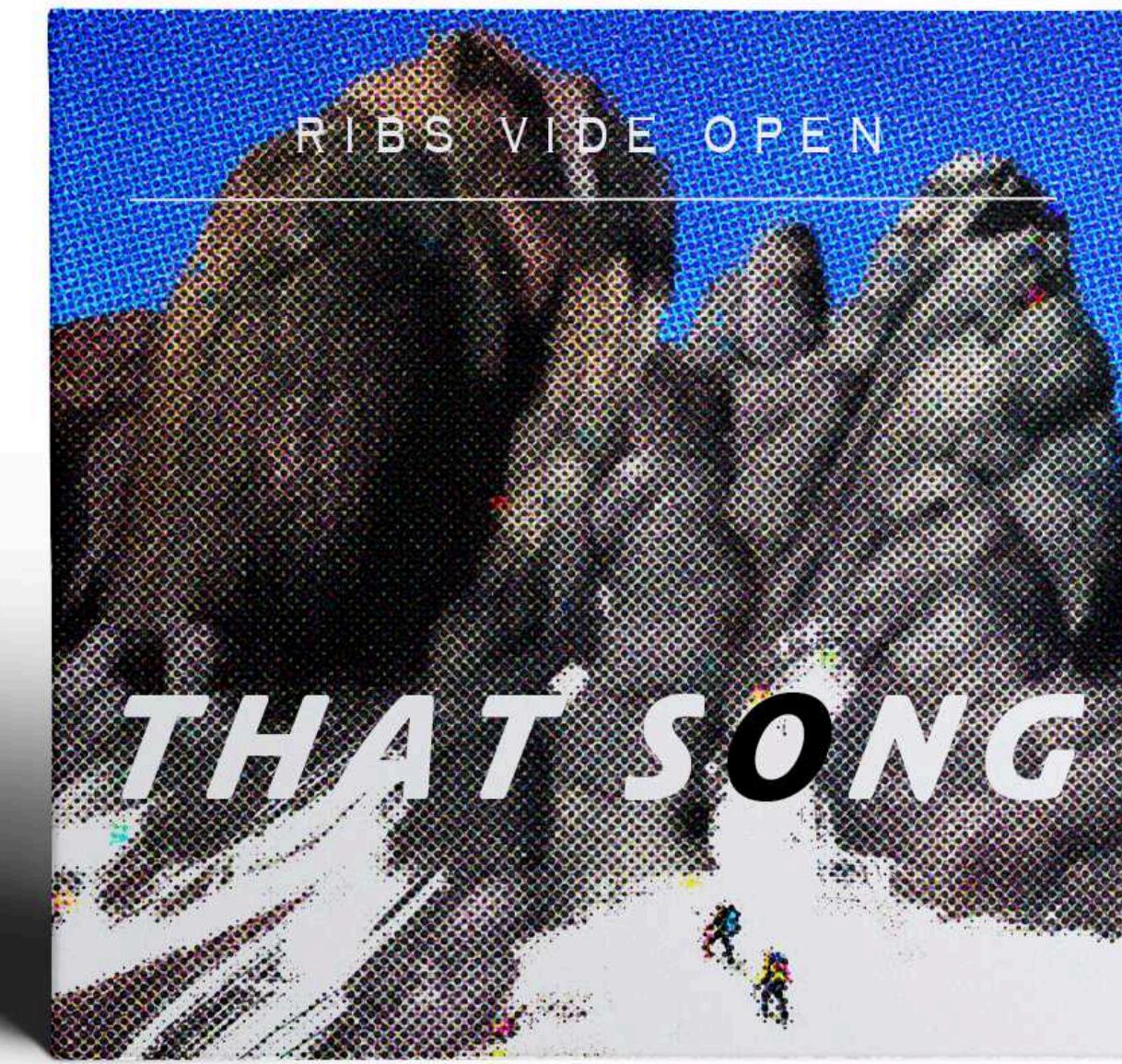
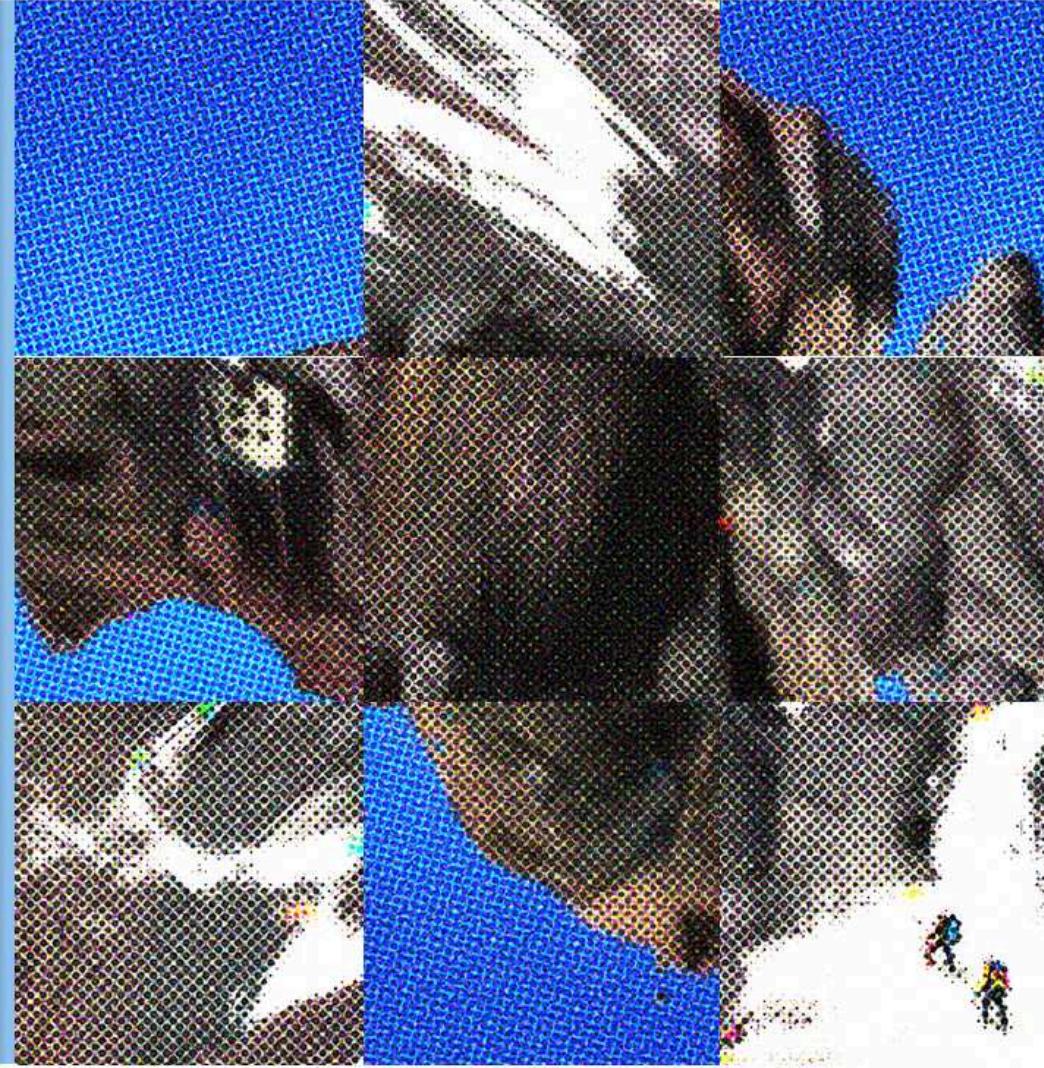
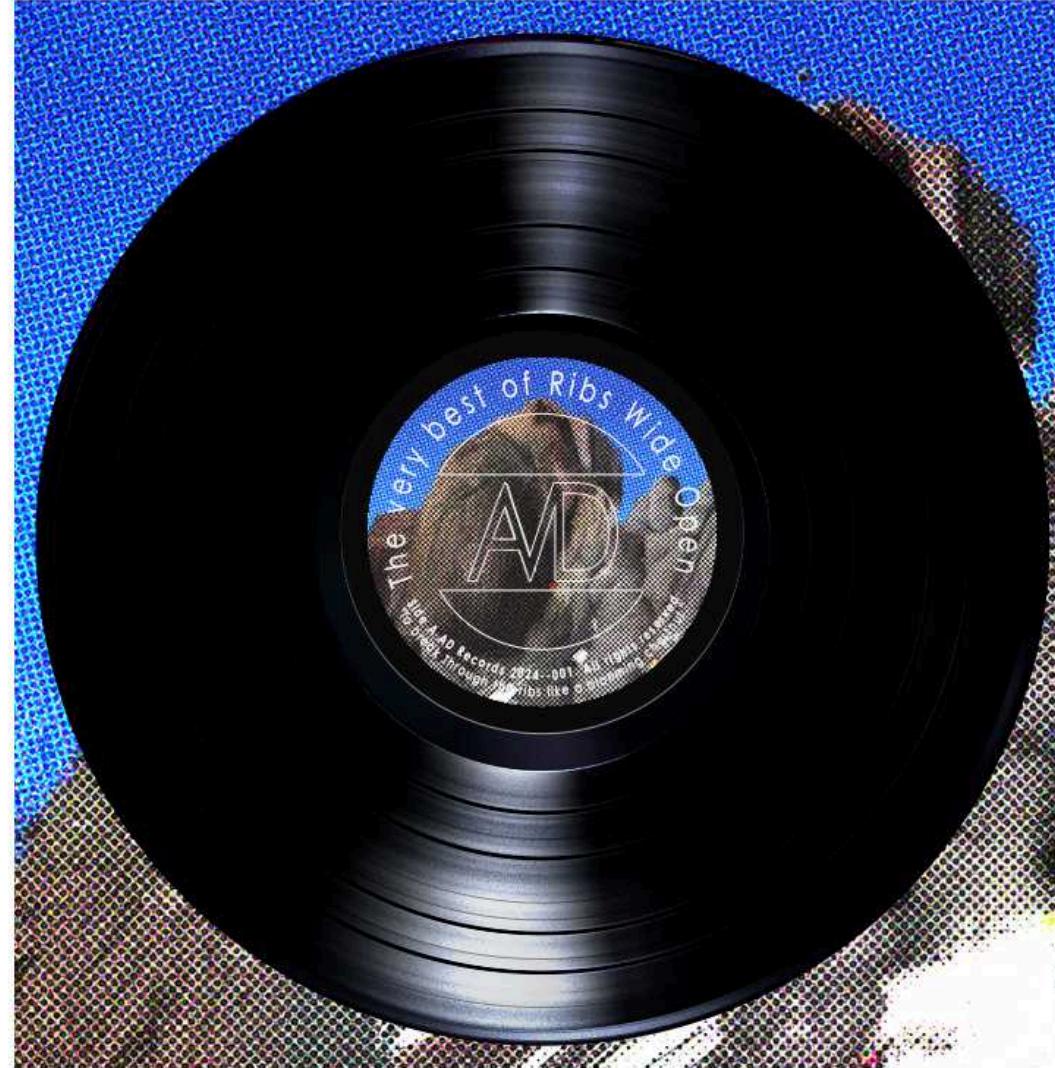
And more more more (this is the drawing 4 a mural)



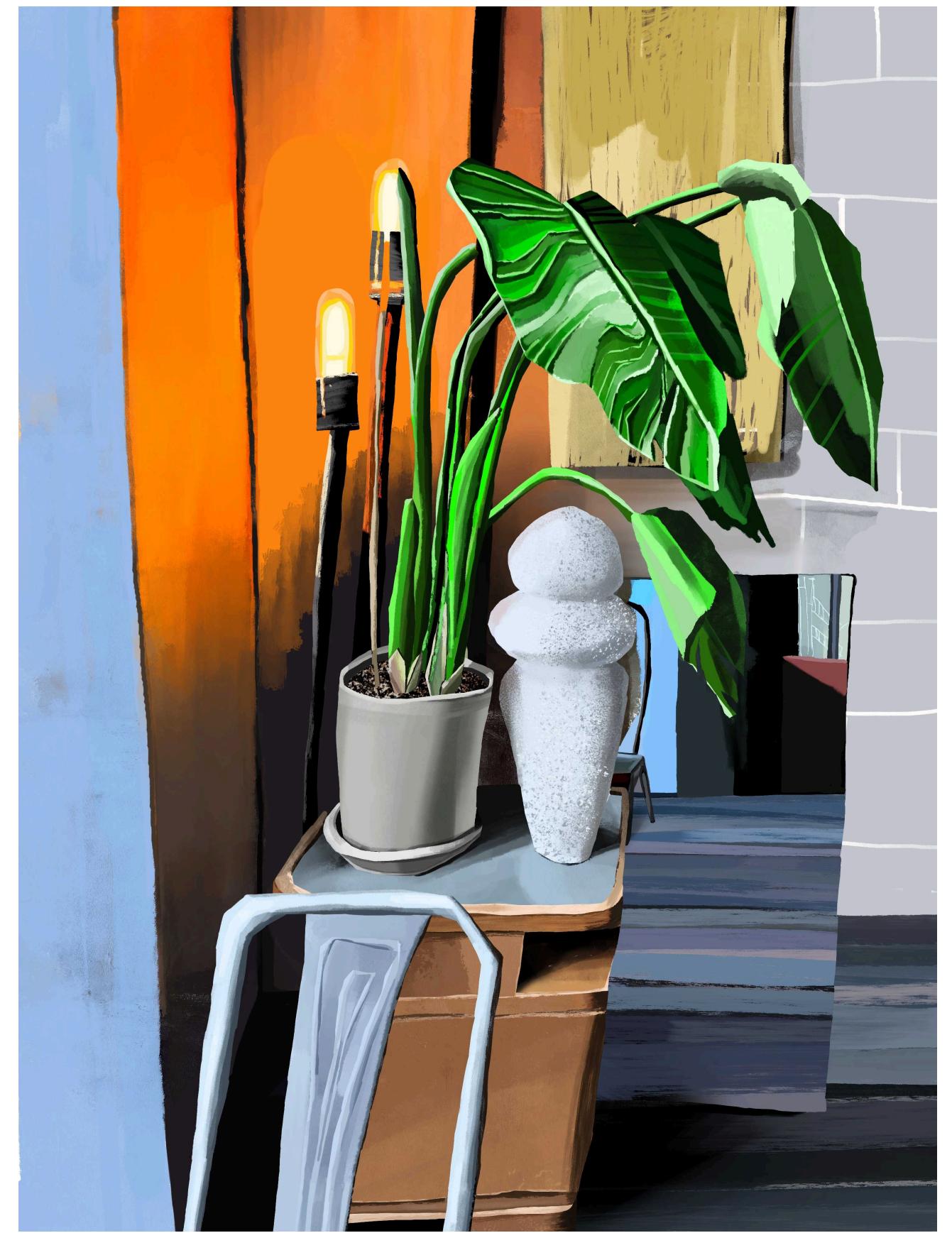
more more more



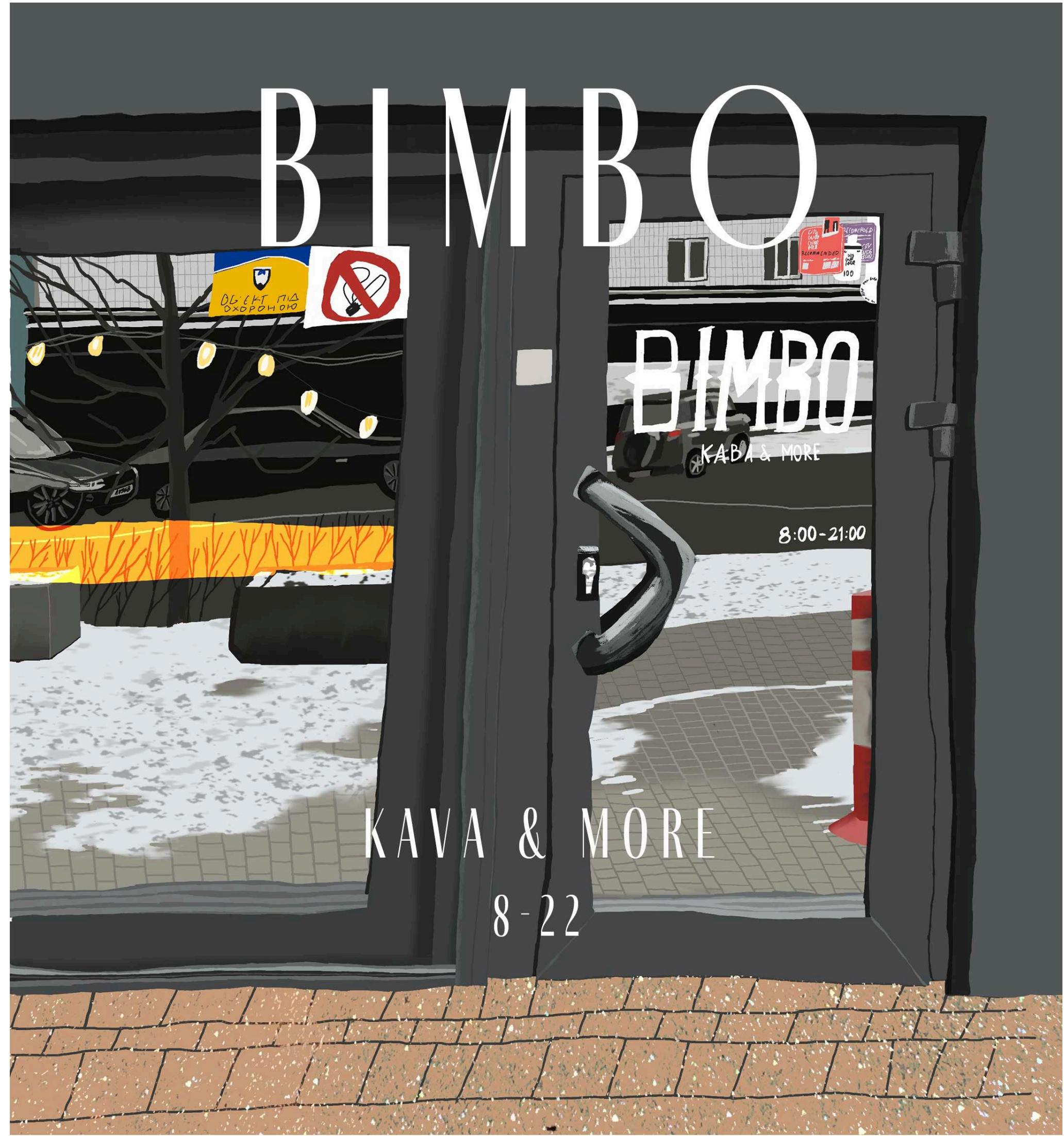
more more more



more more more



and the last one!



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THAT'S IT

by

ALEX VELBOY

(More of my artworks You can see
via my site-portfolio or ask via DM)