PDF- Portfolio

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	BRAND ILLUSTRATION	CONCEPT ILLUSTRATIONS
Concept-driven illustrations for book covers and editorial stories. Strong concept and metaphors for your story	Custom illustration systems for brands: from packaging and campaigns to physical spaces.	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

Case

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

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

WINDOW DISPLAY

Case

WINDOW DISPLAY

Case

WINDOW DISPLAY

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)