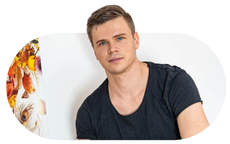
Jesper Krijgsman

A designer  * with an artist's eye.

I design *identities*, *editorial layouts* and *information graphics*, and create *artworks* from my own photographs of nature.

Graphic designer & visual artist, Amsterdam
jesperkrijgsman.com →

Recent information design, digital and motion work is available privately.
Request access →

PORTFOLIO 2026 · GRAPHIC DESIGN & VISUAL ART



Lucis Nidus · 2025 · Visual art

Hello, I’m Jesper

About

I move between two worlds: graphic design, and art made from my own photographs of nature.

I’m Jesper Krijgsman, a graphic designer and visual artist based in Amsterdam. As a designer I bring an artist’s eye to the work. As an artist I look at nature the way a designer would, detail by detail.

I lived and worked in Zurich for twelve years and moved back to the Netherlands in 2022. I now run my own studio next to my job at Jaaf Information Design, and I keep making art alongside both.

As a designer I work on visual identities, editorial design, infographics and motion. My art starts with my own photographs of birds, flowers and stone, which I combine into detailed, dreamlike digital compositions.

The two have different goals, but in both I care most about detail, and about how an image can change the way you look at something.

Download my CV →

Watch Digital Daydreams, a short film about my art →

Start a project →



10 years

designing in Zurich and Amsterdam

Clients

Credit Suisse, Bouygues E&S, Thomas Bergersen, Dutch Design Hotel

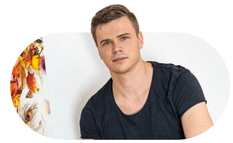
Exhibited

Toronto, Zurich, Amsterdam and Aalsmeer

Represented

by LUMAS Gallery

About me *Profile*



A graphic designer and visual artist, based in Amsterdam.

I work across identity, editorial design, information graphics, digital and motion. My practice developed in Zurich and Amsterdam; since 2024 I work at Jaaf Information Design alongside my independent studio.

At Jaaf I develop visual concepts, coordinate design delivery on selected projects and take visual responsibility for digital and motion work. My visual art begins with my own photographs of nature, composed by hand.

Read more about me →

SKILLS

Design

Brand identity · Editorial design · Information design · Data visualisation · Presentation design · Motion design · Web design

Art

Photographic compositing · Nature photography · Colour and print preparation · Commissioned artworks

Tools

InDesign · Photoshop · Illustrator · Figma · Webflow · Rive · PowerPoint

Languages

Dutch · English · German

SHORT CV

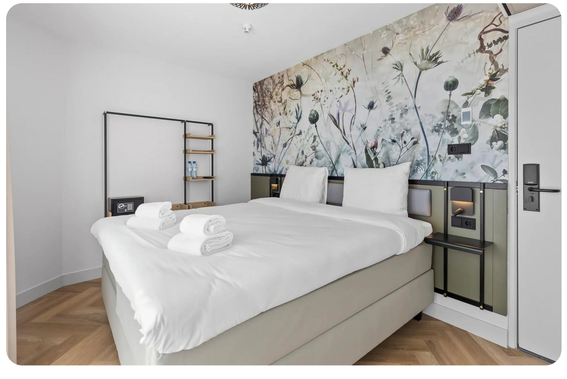
2024 to now	Medior Designer, Jaaf Information Design
2020 to now	Independent design and visual art
2016 to 2020	Graphic Designer at two agencies in Zurich
2015 to 2016	Design internship, FACES Magazine
2015 to 2016	Preparatory course at ZHdK Zurich

RECOGNITION

2025	Longlisted, BBA Photography Prize
2023	Flora Grafica, Flower Art Museum Aalsmeer
2022	Artful Bloom, LUMAS Gallery Toronto
2019	Top Talent, Adobe Design Achievement Awards









Investment Outlook *Editorial* '18

Turning a year of global market forecasts into 66 calm, readable pages.

The Investment Outlook is the annual publication in which Credit Suisse shares its House View: forecasts for the global economy and financial markets, for shareholders, clients and the press. Shortly after joining LINE Communications in Zurich, I took over the 2019 edition, published in four languages with one shared design.

MY CONTRIBUTION

+ Took over as lead designer and project manager for the 2019 edition
+ Designed all 66 pages on a strict grid, with recurring Spotlight pages and pull quotes
+ Built 23 charts, tables and infographics as one consistent system
+ Edited the stock photography for the openers and optimised it for print
+ Coordinated the correction rounds for copy and charts up to the deadline

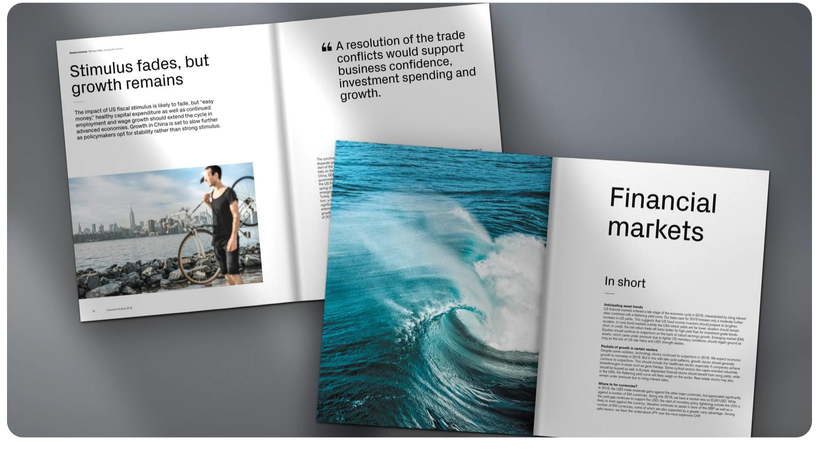
Lead designer and project manager at LINE Communications, Zurich, working with the Credit Suisse editorial team.

View the Investment Outlook case →









KEY FIGURE

23

charts, tables and infographics in one consistent data system

Vidaworks *Identity*

’23

A calm identity for new mothers, womanhood and mental wellbeing.

Vidaworks is a Dutch vitality and lifestyle coach. The brief asked for a holistic identity: feminine, and rooted in mental wellbeing and the natural world. From four directions, Kim chose the motherhood knot, drawn in one continuous line.

MY CONTRIBUTION

+ Branding proposal with four logo directions, each tested in positive and negative, in colour and on mockups
+ Refined the chosen direction into the final logo, colours and tagline
+ Business cards, car lettering and a yoga mat engraved by laser
+ Designed and built the website in Webflow, for desktop and mobile

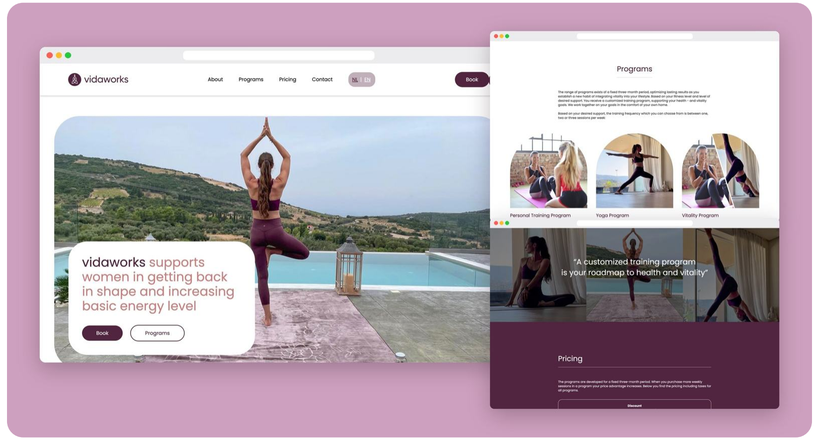
Independent project, from brief to live website.

View the Vidaworks case →









CLIENT

“He is highly inventive in turning words into visuals and ideas into a clear structure.”

Kim Wortel, Vidaworks

✻ Album Covers *Music*

’25

How do you let someone hear an album before they press play?

Illusions by Thomas Bergersen (2011), an album that has since sold over a million copies, is where my work for musicians began: art direction for the whole package, built around a red rose under a glass dome. Since then I have made covers for Mark Yodice and Barbara Król, years apart and still one family.

MY CONTRIBUTION

+ Art direction for Illusions: cover, disc, inlay, back and digital booklet
+ The complete visual identity for Luminosity by Mark Yodice
+ A dreamlike cover and a wide website banner for Landscape by Barbara Król

Freelance art direction and design, 2011 to 2025.

Listen to Illusions →

View the album covers case →









KEY FIGURE

14

years of work for composers, from Illusions (2011) to Landscape (2025)

Dutch Design Hotel Vondelpark *Wallpaper* ’23

Every room had a different wall, and one artwork had to fit them all.

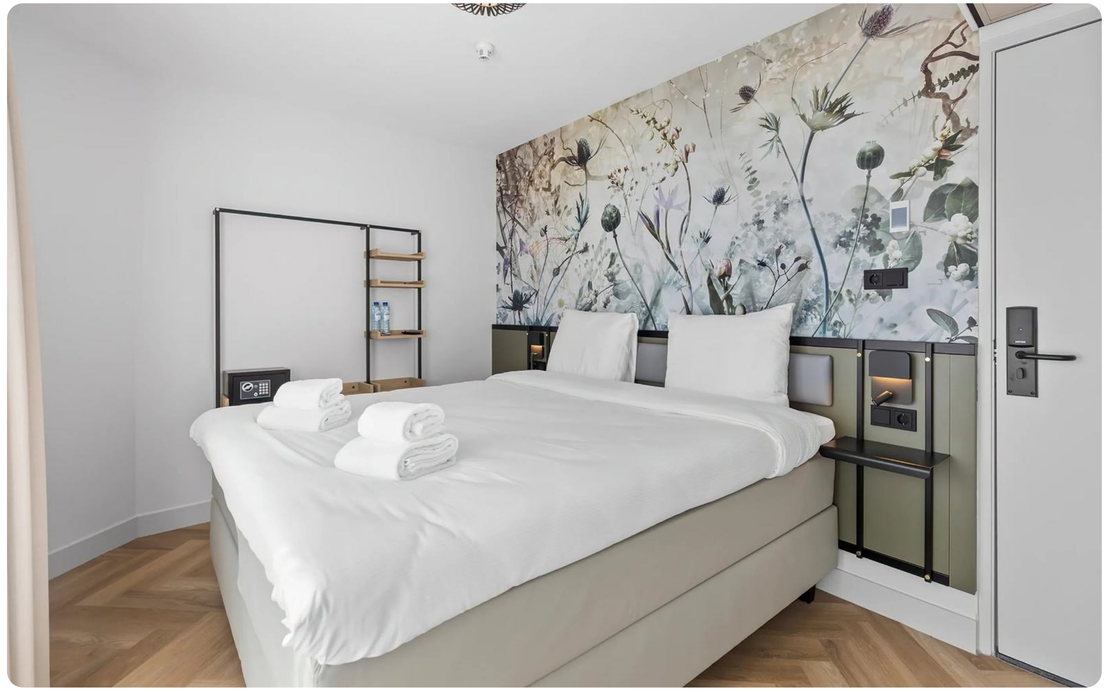
After the Euphoria exhibition, Dutch Design Hotel asked me to design custom wallpaper for its new hotel next to the Vondelpark. We landed on a wide band of artwork above the headboard: it keeps the room calm, and one composition can be cropped to suit narrow, wide, high and low walls.

MY CONTRIBUTION

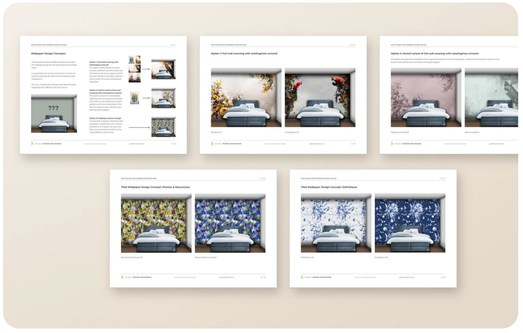
+ Tested three directions: full walls, muted versions and repeating patterns
+ Drew every room type to scale, with walls from 290 to 370 cm wide
+ Recomposed four existing artworks as custom crops, one per floor
+ Created a new work in the tradition of Delft blue for the top floor
+ Checked colour and detail with test strips before production

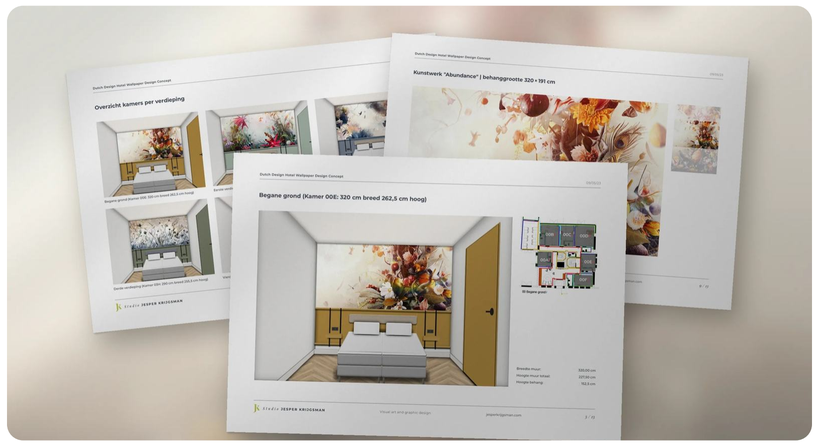
Independent commission, from concept to installation.

See the full case online →









KEY FIGURE

5

floors, each with its own artwork above the bed

* More design work

Freelance and agency work



Bouygues E&S

Campaign and infographics · 2017–2020



Wij Bewegen

Editorial · 138 pages · 2017



Buechbuehl Miniature Horses

Website, photography and print · 2021



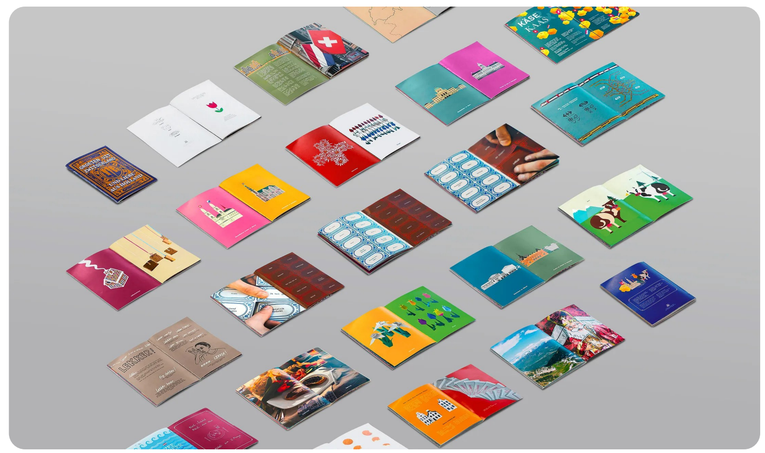
Compliance Benefits

Identity · 2016



Flora Grafica

Poster and animation · 2023



Groeten uit Zwitserland

Illustration · 2014



Aphrodite's Canopy · 2025 · Visual art

Romantic by nature.
Precise by design.

Whether it is an identity, a report full of data or an artwork for your space, I would love to hear about it.

Start a design project

Discuss a commission

Visit my website

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jesper.krijgsman@gmail.com jesperkrijgsman.com
Instagram ↗ LinkedIn ↗