

JASMINE FENWICK

ILLUSTRATOR & CREATIVE NARRATION

PROFILE

Illustrator and creative narrator specializing in food and beverage design. Experienced in DTP, packaging, and storytelling through painted and digital visuals. Passionate about blending artistry with hospitality to create memorable brand experiences.

Seeking a role in a dynamic environment that values care, creativity, and team collaboration.



ABOUT ME

Hello, I'm Jasmine,

A professional in her mid 20's looking for fulfilling work as an illustrator, graphic designer or creative professional.

Ideally a place which has a speciality or niche focus on DTP work or graphics.

As I am also a practicing freelancer providing my services in designing menus, providing food and beverage illustrations or packaging design. I usually do these with my own product photography.

I also have experience with adobe premiere and indesign and can edit videos and basic social media posts.

EDUCATION

BA in Art & Design (Illustration)

Willem De Kooning Académie, Hogeschool Rotterdam

July 2024

SKILL SNAPSHOT

What can I do?

- Illustration (traditional & digital)
- DTP & layout design (InDesign, Photoshop, Illustrator)
- Food photography & retouching
- Branding & packaging design
- Video editing (Premiere Pro)

CREATIVE EXPERIENCE

Founder & Illustrator

Bumblefly Studios

2020 – Present

- Created and sold original illustrations at over 12 Dutch markets and fairs, including Tomorrow Fair, Heroes Made in Asia and the Makers Market.
- Produced traditional hand painted cocktail and dessert illustrations for hospitality clients including digital menu design and DTP work, and personal commissions, blending visual storytelling with flavour profiles.
- Designed visual assets for Byun's brand identity and packaging.
- Created posters and graphics for promotional campaigns and new product launches.
- Shot custom product photography and complete with retouching.
- Custom in house DTP Work for physical menu cards and event Invitations for exclusive events.

Clients I have worked with: Kyatcha, Byun, Ginko, The Flower Monster

Kyatcha Rotterdam BV

Freelance Commission

Oct 2024 – Present

- Created a fully illustrated cocktail menu with 10 + hand painted gouache illustrations
- Created a fully illustrated dessert menu with 5 hand painted gouache illustrations
- Redesigned the a la carte and wine menu layouts with care to create published assets cohesive with brand vision and aesthetic
- Tailored event menus, invitations and program pamphlets for private events and brunches including client personalisation to event theme and merging of visions with Kyatcha's brand vision.
- Food photoshoots including production and post production.

Jasmine Fenwick

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CONTACT ME

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REFERENCES

Kyatcha Rotterdam
Kemin Goosens
06 13173492

Ginkō
Jie Li
06 57791890

Otsu
Austin Van Der Graaf
06 57791890

Stukafest
Max Pijbes
06 40742394

Kyatcha Enterprises Den Haag

Freelance Commission

Oct 2024 – Present

- Created a fully illustrated cocktail menu with 10 + hand painted gouache illustrations
- Created a fully illustrated cocktail menu with 5 hand painted gouache illustrations
- Redesigned the a la carte and wine menu layouts with care to create published assets cohesive with brand vision and aesthetic

The Flower Monster - Short Film Graphics

Freelance Commission

Freelance Commission

Jan 2024

- Created 3 poster graphics based on a short film project for the creation of 3 Tshirt kickstarter designs

Byun - Supermarket Food Supplier

Freelance Commission

Jan 2025 – Present

- Created poster graphics to be displayed in supermarkets, like the Amazing Oriental, for advertising Byun products, onigiri and sushi rolls
- Created digital screen infographics for cafeteria TV screens in multiple Amazing Oriental locations in the Netherlands
- Created menu cards for cafeterias in multiple Amazing Oriental locations in the Netherlands
- Created new stickers for the packaging of new onigiri flavours in line with current existing branding
- Creative strategy and food packaging design for the creation of a new food packaging design for the launch of an upcoming product, maki rolls.
- Food product photoshoots including set up, production, and post production with final photo editing and photo redrawing.

Ginkō - Upcoming Matcha Cafe

Freelance Commission

Aug 2025 – Present

- Creative narration for a new company, helping to gather brand vision and mission statements, taglines and visual goals into a tangible brand book for future reference.
- Creation of a custom logo
- Creative input as an illustrator and creative narrator to shape shop interior design and front facade working alongside an architect

Otsu - Modern Japanese Turkish Dining Concept

Freelance Commission

Nov 2025 – Present

- Creation of a custom logo and development of a visual style
- Creation and production of drinks menu design
- Creation and production of a la carte menu design
- Creative input as an illustrator and creative narrator to shape restaurant features such as glasses and plates

Additional Creative Experience & Volunteer & Side Projects

- Volunteer Head of Marketing and PR for Stukafest 2023. Handled the social media page for Stukafest '23 including the creation of a social media strategy, the creation of social media posts, maintenance of the website and creation of DTP work such as program flyers and posters.
- Volunteered at the FuglyMagaZine, in 2021, creating graphics and video content for a youth-focused publication promoting emerging artists and events.
- Created vlog style video content and social media for Bumblefly Studios, 2020- present.
- Designed a prototype for a fully illustrated fusion cookbook for my graduation project, Roaming Roots in July 2024