

Senior Visual Designer.

I help brands refine their visual direction through storytelling, atmosphere, and thoughtful choices.

How can an image be more than just beautiful?

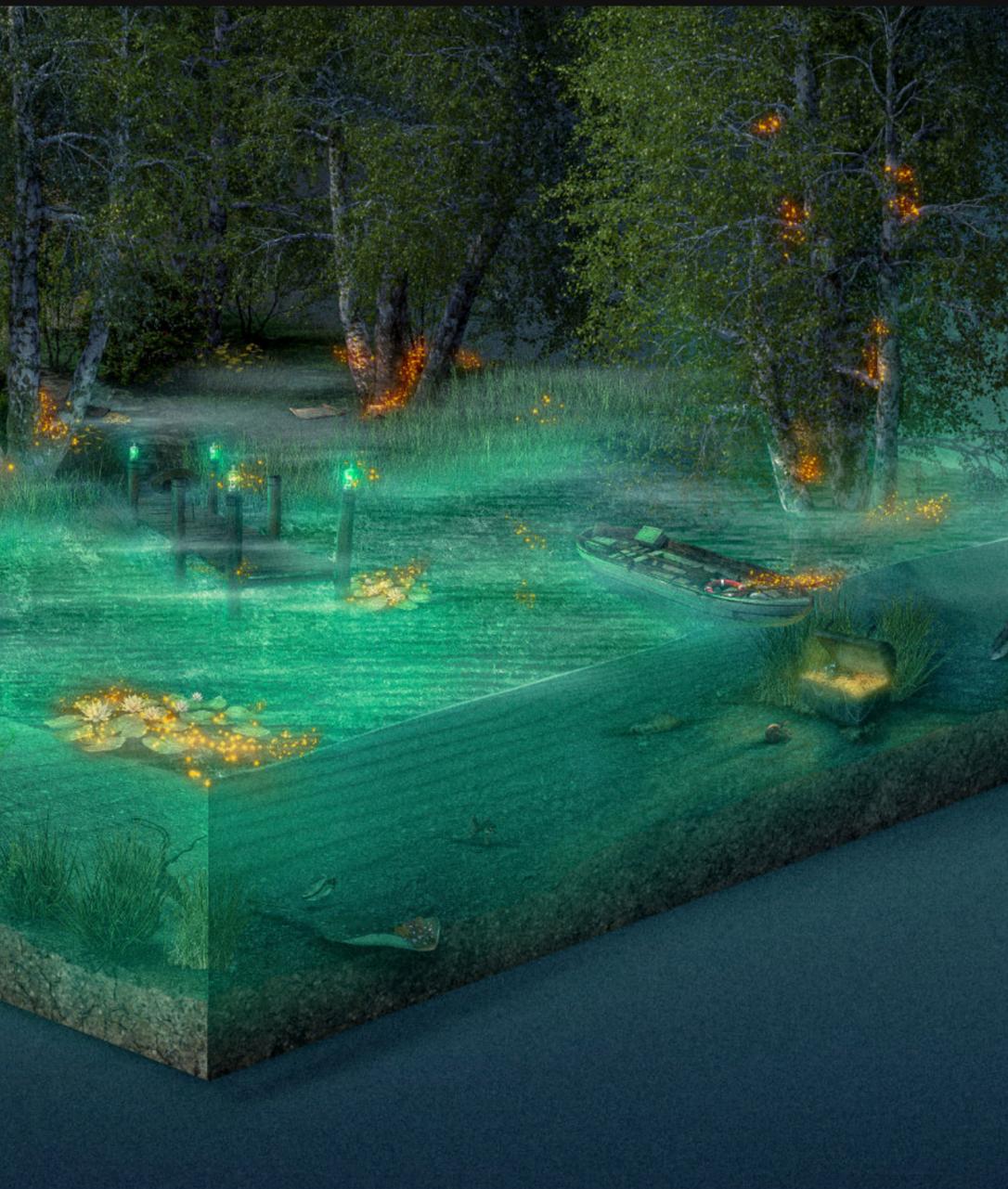
Invisible Narratives explores how atmosphere and story can emerge without explanation.

Color, light, and composition carry emotion — not because they are aesthetic, but because they evoke a certain feeling.



By asking questions before making, direction emerges before the image exists.





Stories are suggested through what is shown. Surrealism adds tension and opens space for interpretation.



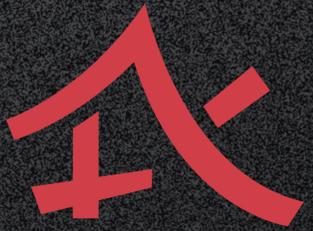
Images that feel like memories.

A + 表 = 表

How do you build a brand without falling  
back on clichés?

Arawa is a self-initiated exploration of identity and meaning in branding.

Not a commercial assignment, but an investigation into how name, form, and atmosphere come together to build a world.



The name Arawa is derived from the Japanese verb 表す (arawasu) — to show, to express, to make visible.

Arawa moves between roughness and craftsmanship.  
Between symbolism and simplicity.  
In a world where perfection is the norm.

Or maybe not.

Identity is build through repetition.  
Color is emotion — not because it is beautiful, but because it feels right.  
Whitespace is a choice. Form carries meaning. And sometimes, a brand should leave room for interpretation.



Explorations within the Arawa visual system. Extending the world through print matters to explore tone, rhythm and iteration.



Applied thinking

How do you decide what belongs —  
and what doesn't?



Atmosphere comes before style.

Visual decisions are not made to decorate, but to create coherence and intent.

Constraints are not limitations.  
They create direction.

A clear framework makes decisions sharper  
and visuals more consistent.

## Recognition

D&AD New Blood Award

Creative Belgium — New Talent Award

Adobe Design Achievement Awards — Semifinalist

What I'm brought in for

Visual direction & art direction  
Concept development & positioning  
Atmosphere-driven image making  
Narrative thinking through visuals  
Brand identity (concept-first)



I'm Jordy.

A concept—driven visual designer focused on atmosphere, narrative and meaning.

I'm drawn to projects where thinking is as important as making.