

A detailed digital painting of a woman with long, dark hair and a white vertical mark on her forehead. She is wearing a golden, high-collared garment. In the foreground, a black and white dog with blue eyes and a golden collar is looking towards the viewer. The background is a soft, painterly landscape with warm tones. In the bottom right corner, there is a circular emblem with a caduceus and a red wax seal.

**CONCEPT
ART
DESIGN
ILLUSTRATION
IVA TROJ**

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22blocks



About Iva Troj

Award-winning contemporary artist Iva Troj creates fine art pieces which seamlessly merge Renaissance aesthetics and techniques with post-modern praxis. Her intensely detailed images achieve astonishing tricks of light and shade, as practiced by the great masters while incorporating dreamlike scenes which challenge cultural norms. Exhausted by a society in which women often feel vulnerable, threatened, or powerless, Troj recasts the fairer sex as powerful creatures, freed from the oppressive male gaze and placed within Edenic settings where they can revel in their own beauty and potential. Blending abstraction with figuration, the natural world with the urban landscape, dream with reality, Troj's breathtakingly beautiful artworks achieve something truly unique, both in terms of aesthetics and concept.

In 2020 and 2016, Troj was named Contemporary Art Excellence Artist of the Year and, in 2013, was the winner of the Towry Best of East England Award. She has exhibited both nationally and internationally and her work is in collections in the UK, France, Ireland, Sweden, Norway, Germany, China, United States and Japan. In 2020, two of her paintings were included in the permanent museum exhibit at Haegeumgang Museum [해금강테마박물관](#) in South Korea.

Awards:

Silver Gerety Award 2022 for Halo Infinite Masterpiece
www.geretyawards.com/?action=ows%3Aentries.details&e=96286&project_year=2022

3 times Cannes Lions nominee 2022 for Halo Infinite Masterpiece

Art Excellence Award 2020 [해금강테마박물관](#) Haegeumgang Museum South Korea

CAF Artist Of The Year 2019 (Silver)

Contemporary Art Excellence Artist of The Year 2016

2016 Palm Award Winner

2013 Towry Best of England Award Winner



What I have learned over the years:

And why I was hired to do Halo Infinite Master Piece, Taskmaster, the Just Eat Commercial, and other such commissions that no other artist could do in such a short period of time:

- **My ability to adapt to storylines.** This works on many levels, one being pattern recognition paralleled with having a keen eye for detail. I tend to work very closely with writers. Having done all kinds of illustration work imaginable including sci-fi and children's books and being a published writer myself, I've learned how to grasp storytelling patterns without losing patience with detail work;

- **My ability to adapt to technical requirements.** Being a traditionally trained artist with broad range of digital skills is one of the main reasons why companies hire me. When I adapt, they don't have to. It's as simple as that. Halo Masterpiece (www.youtube.com/watch?v=-QOybX31NSdA) was an impossible job until it wasn't. Being able to paint digital images was crucial to the approval process as 343 Industries, the creators of Halo Infinite, were still working out details in the characters and environments of the game. I had a final approved digital version of the painting (textured and painted by hand to look as similar to the finished physical painting as possible) only 2 weeks before the 30x20 foot epic piece was supposed to hang at Saatchi Gallery in London (www.saatchigallery.com/exhibition/halo_infinite_master_piece).

- **How to express an idea clearly;**

- **How to communicate a narrative** without sacrificing clarity by over-designing images;

- **How to simplify ideas**, not create unnecessary confusion;

- **How to design grounded concepts.** Mastering the art of accurate historical storytelling has taken decades for me. Having a PhD in Art History helps in more than one way:

1. Knowing how to find and fact-check historical data;
2. Having 'an instinct' when it comes to historical inaccuracies;
3. Being able to do more than one genre (and knowing the techniques of past eras). I'm well known for not compartmentalising my talents and drawing on a broad range of genres. My work is grounded meaning I will be depicting the past correctly instead of creating derivative or stylised designs;

- And last but not least - Ability to create with bird-eye view perspective in mind and **guide the viewer's eye through my composition**, as in planning the focal points carefully and controlling the image and compositional elements so that the viewer instinctively know where to look.

CONCEPT ART & DESIGN for STRATA VENTURES / KS web3 project

Featuring 26 distinct shells and characters, each NFT is meticulously hand-painted and assembled.

This first of its kind collection boasts over 850 unique hand-painted traits and a rich lore that serves as the cornerstone for a dynamic and impactful collection, poised for long-term evolution.

I hand-painted each NFT using Adobe Photoshop and the touchpad of my MacBook Air. Crafted with the utmost attention to detail, each character tells its own unique story and possesses distinct characteristics and purpose. Each of our creations offers an immersive and unforgettable experience to collectors and enthusiasts alike.



*Character Designs for all KS kindred bloodlines [Client: Strata Ventures]
Hand-painted in Adobe Photoshop [Watch: https://www.instagram.com/p/Cr5tk_8A0o_/]*



*Character Designs for the underwater kindreds [Client: Strata Ventures]
Hand-painted in Adobe Photoshop [Watch: <https://www.instagram.com/reel/CrujflAAgyC/>]*



Character Designs for Mole & Rat People [Client: Strata Ventures]

Hand-painted in Adobe Photoshop [Watch: <https://www.instagram.com/p/CsGH3PTAq19/>]



*Character Designs for the Goat/Human kindred bloodline - male [Client: Strata Ventures]
Hand-painted in Adobe Photoshop*



Character Designs for all KS kindred bloodlines [Client: Strata Ventures]
Hand-painted in Adobe Photoshop [Vids: <https://www.instagram.com/p/CrSdDfMApGT/>
Process overview vid: <https://www.instagram.com/p/Cq8MjaGAvLm/>]

CONCEPT ART & DESIGN for Xbox UK / Halo Infinite Masterpiece

“To mark the launch of Halo Infinite, the latest installment in the iconic video game franchise, an original epic, large-scale oil painting is on view in Gallery 4. Created by Iva Troj, the Brighton-based 2016 Palm Award Winner and 2019 CAF Artist Of The Year, the 6m x 3m canvas depicts in minute detail a scene inspired by Halo Infinite.

The work was created in Troj’s Brighton studio using oil on canvas, with details and techniques that Troj is known for in her original works, which typically blend Renaissance and postmodern styles giving a dreamlike feel. Titled the ‘Master Piece’, playing on Halo’s lead character’s name, the piece elevates a decades-old cultural icon from pop culture to high culture, blending Renaissance art with cutting edge entertainment and reminding fans and new audiences alike that videogames are, indeed, works of art.”

On Saatchi Gallery’s website: www.saatchigallery.com/exhibition/halo_infinite_master_piece

Global Campaign: www.youtube.com/watch?v=QOy-bX31NSdA



Character Designs for Mole & Rat People [Client: Strata Ventures]

Hand-painted in Adobe Photoshop [Watch: <https://www.instagram.com/p/CsGH3PTAq19/>]





OTHER CONCEPT ART & DESIGN PROJECTS

*Second Halo Tribute created in 2022 / detail [currently on loan to ZebraOne Gallery London]
[Watch: https://www.instagram.com/p/CLl_IbvDqYs/]*

Taskmaster TV Commercial s11 / Client: Channel 4

Paintings and animation files

Technique: Oil painting, Pencil and charcoal

(Animation files: Photoshop, Illustrator and Spine 2D animation tool)

Link: <https://www.youtube.com/watch?v=9Ch4m2kiTdw>



Taskmaster Series 11 Official Trailer









JUST EAT - TV Commercial 2021
Client: **UNTOLD STUDIOS** // Paintings &
animation files



BOOKS



Illustration & design for the book "Hello Troj" 2021

Design and Illustrations for contents & cover, including pre-publishing

Techniques: Illustration: Acrylics, pastels, ink

Design: Adobe Photoshop & InDesign.

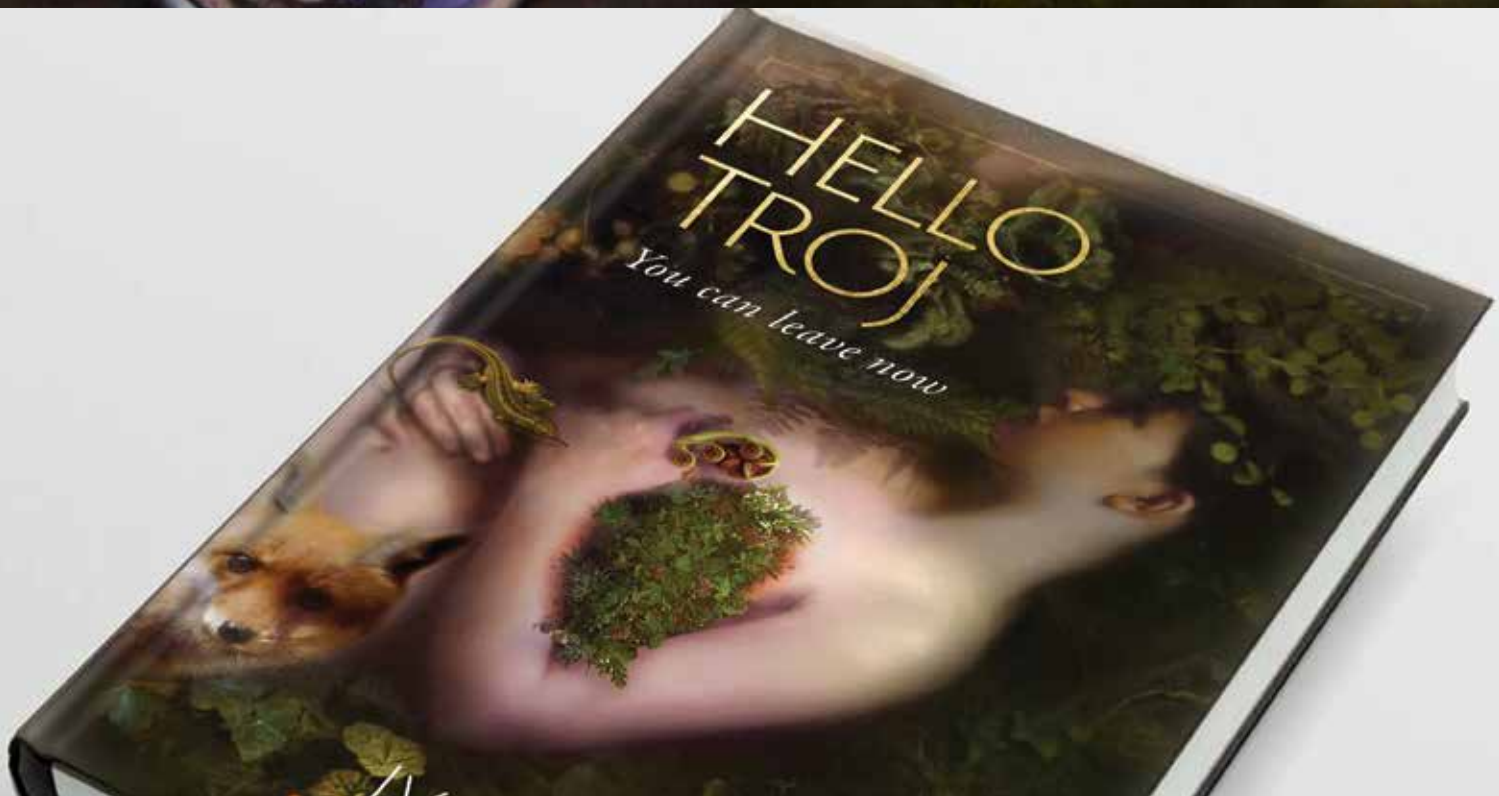




Illustration & design for the graphic novel "SIX" July 2020

Assignment: Design and Illustrations for contents & cover, including pre-publishing

Techniques used: Illustration: Pencils, acrylics, pastels, oil //

Design: Adobe Photoshop & Adobe InDesign.



Illustration & design for the novel "ORIGAMI WINE" January 2022

Assignment: Design and Illustrations for contents & cover, including pre-publishing

Techniques used: Illustration (inc cover): Pencils, graphite, charcoal, acrylics, ink, oil
Design: Adobe Photoshop & Adobe InDesign.







Rebecca by Daphne Du Maurier
Aug 2021
Client: Suntap Limited Edition Books

Assignment:
6 illustrations as well as cover illustration
and sleeve design

Techniques used:
Illustrations: Pastels, pencils, pastels,
acrylic paint, oil glaze





Game Of Thrones Concept Art Commission

Techniques used:

Illustrations: Pastels, pencils, pastels, acrylic paint, oil glaze

Rebecca by Daphne Du Maurier

Aug 2021

Client: Suntap Limited Edition Books



Assignment:

6 illustrations as well as cover illustration and sleeve design

Techniques used:

Illustrations: Pastels, pencils, pastels, acrylic paint, oil glaze



WORK HISTORY

- Iva Troj Art, Design & Research Practice
- Strata Ventures - Lead Artist, Character Design
- National Theatre Sweden - Communications Expert / Artist & Designer - 2006 - 2016
- OBD Digital Art & Design Agency, Sweden - Creative Director OBD – 2009-2010
- Capasca Fashion Label & Concept Stores - Founder and Design Manager – 2006-2009
- KONSTFACK University College of Arts, Crafts & Design & Dramatiska Institutet, Stockholm, Sweden - guest lecturer – 2002-2003
- IBM Innovation - Innovation Strategy Lead & Usability Subject Matter Expert Scandinavia – 2001-2006
- Lead Design Manager. My role as Lead Design Manager was to oversee and direct projects through to the full phase of strategy, development and production. Innovation Strategy Consultant & Subject Matter Expert
- User-Centered Development & Design As SME at IBM, I handled the organization of design resources around the concept of innovation and was involved in a number of projects where user centricity was of importance, such as social marketing projects for hospitals and health authorities, internal communications, sales and promotion.
- PROMA Game Development Agency, Sweden storyboarding, 3d modeling, video editing, character design, official manager of all things bit & gif related :)

- Framfab - Senior Art Director [design management - Unilever] – 2000-2001
- LOWE Brindfors / LOWE TECH - Senior Art Director [design management Saab Markets]-1998- 2000 Area manager New Media.

Subject Matter Expert - Virtual Communities
 Responsibilities: To manage the R&D team; To research and investigate the development of new media and innovations in the field of interactive design; Create and manage a resource database containing relevant articles, books, contacts and tutorials.

- Triffon Arts Publishing House - Founder & Creative Director - 1997-98
- Gravity Interactive Communication - Art Director - 1996-98
- UNICEF 1998-01 - 2000-04 Roma Literacy Programme

My responsibility was to participate in the creation of the first ever learning materials in Romani Chib, aiming at improving the quality of life for the Roma children in Bulgaria and Romania. The project was coordinated and funded by UNICEF.

- DCM (Dicientia) - Art Director – 1996
- Typoform - Designer and Illustrator- 1994
- Anderson & Lipke- Assistant Marketing Director - 1990-1991

Education Academic Level

- SELINUS UNIVERSITY, London/Luxembourg
PhD in Art History. Thesis: https://www.academia.edu/78662664/The_Art_Of_Not_Dying_From_The_Truth

- UNIVERSITY OF KRISTIANSTAD, Kristianstad, Sweden. Comp. MA courses in Cognitive Science and Psychology, Art History and Aesthetic Learning.

- UNIVERSITY OF BORÅS, Borås, Sweden. Master degree in Media, Communication, Strategy & Analysis - 2012-2014;

- UNIVERSITY OF SÖDERTÖRN, Stockholm, Sweden. Line of education: Media Studies, 3D modeling and animation - 2010-2013;

- UNIVERSITY OF STOCKHOLM, Stockholm, Sweden. Line of education: Culture Studies, Learning, E-learning - 2009-2010;

- CCAC (California College of Arts and Crafts) in Berkeley, CA, USA. Line of education: Graphics, Printmaking and Illustration - 1990-1992;

- T.L. SCHOOL OF THE ARTS – five-year program. Line of education: Art History, Design, Theater, Traditional Arts and Design, Painting and Illustration. College Degree in Graphic Design and Illustration - 1983-1988.

Additional Courses & Certifications:

- CTC Training - LEVEL 3 AWARD IN EDUCATION AND TRAINING - pending

- CENTRE OF EXCELLENCE - CERTIFICATE Cognitive Behavior Therapy - 2017-2018

- UNIVERSITY OF STOCKHOLM - Improving Knowledge, learning & information literacy - 2012;

- UNIVERSITY OF STOCKHOLM - Learning in digital and interactive environments - 2010;

- UNIVERSITY OF STOCKHOLM - Dynamic Education and Techniques - 2008;

- DESIGN MANAGEMENT INSTITUTE – Managing for Strategic Advantage - 2003;

- IBM BUSINESS CONSULTING ACADEMY- IBM, Scandinavia - Fundamental Components of a Business Case - 2003

- IBM BUSINESS CONSULTING ACADEMY- IBM, Scandinavia - Business Case Modeling - 2003

- IBM BUSINESS CONSULTING ACADEMY- IBM, Scandinavia - Building an E- Commerce Business Case - 2003

- IBM BUSINESS CONSULTING ACADEMY- IBM, Scandinavia - Financial Fundamentals - 2001-2002

- IBM BUSINESS CONSULTING ACADEMY- IBM, Scandinavia - Business Process Design - 2002.

- UNIVERSITY OF CALIFORNIA, Berkeley, CA, USA - Creative Writing - 1992;

- KALAINSTITUTE, Berkeley, CA, USA-Journalism And The Arts- 1992.

- KALA INSTITUTE, Berkeley, CA, USA - Printmaking Techniques - 1991.

HCI Skills:

Illustration & Design:

Adobe Photoshop; Adobe Illustrator; Adobe After Effects; Substance; ZBrush
Adobe InDesign; Adobe Lightroom; Adobe Premiere; Adobe Dreamweaver, GIMP; Inkscape; Spine; Sketch; Affinity Designer; Gravit Designer; Canva; etc.

