

RAJIV FERNANDEZ

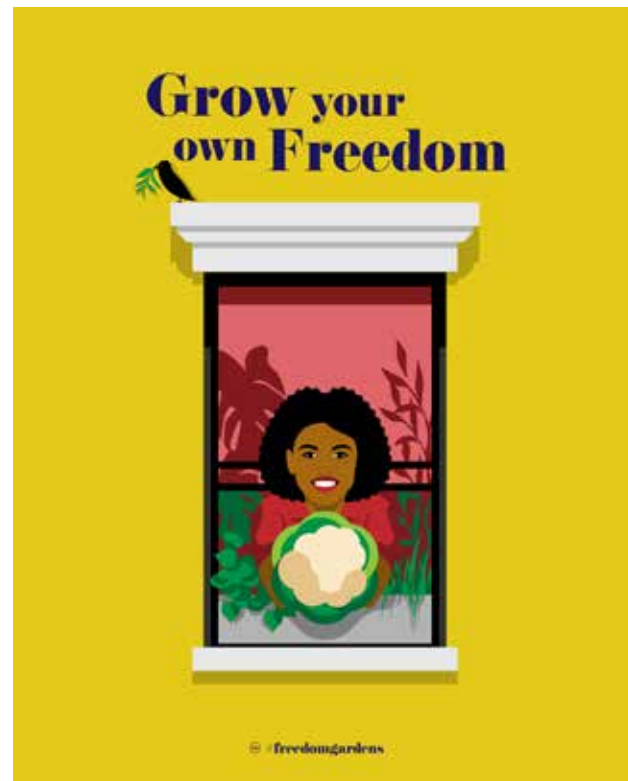
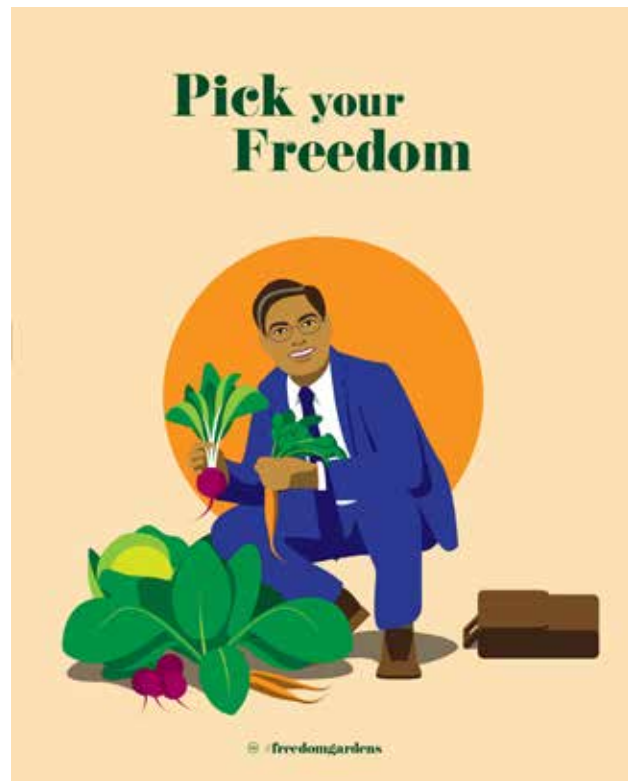
Illustrations that Draw Attention





Immigrant Lady Liberty

Client: Princeton Architectural Press
Brief: Create poster that reflects the political climate; Published in *Posters for Change* (2018)
Role: Illustration
Press: Washington Post, The Guardian



“When I think of Freedom Gardens, it takes me back to when I was a kid and catching my father in a love affair - with his victory garden. All things around the house were devoted to the garden: the composting and dealing with maggots; saving the mowed grass clippings to lay down pathways between the beds; and shoveling a truckload of manure for organic soil. TV shows were preempted every Saturday afternoon to watch Victory Garden on PBS. And there were weekend trips to Earl May, Iowa’s leading garden center where the whole staff knew him by name, to buy vegetables seeds not found in the grocery store, like blue potatoes, belgian endives and Japanese daikon radish. It was a regular occurrence for him to rush home from work as the sun set, still dressed in a full suit, delicately squatting to not get it dirty, to pick his homegrown vegetables. An addition to the house centered around a greenhouse where wintertime gardening was done under fluorescent lights. A doctor and father, he put a lot of passion into the things he loved. But his patients nor his family could compete with his not-so-secret love affair I saw everyday of my life, his garden. It was a place where the only prescription was for wellness, it was where he wasn’t judged for how he dressed. His garden was his place where he was free.” –Rajiv Fernandez

Freedom Gardens Posters

Client: Studio Lily Kwong

Brief: Reenvision WWII-era Victory Garden posters for the modern age

Role: Concept and illustration

Press: Refinery29





DiverseCity

Client: LinkNYC

Brief: Digital #ArtOnLink series on 1800+ LinkNYC kiosks around the city

Role: Concept and illustration



Posters with Purpose

Client: Lil' Icon

Brief: Nation of Immigrants and Diverse City posters to benefit related nonprofit organizations

Role: Illustration, production and distribution

Why We Walkout:

To End Gun Violence
To Protect Our Planet
To Save Our Lives
To Safeguard Our
Futures

10 AM LOCAL 11.06.18
WalkoutToVote.org



WANT TO
WALKOUT
TO
VOTE?

10 AM LOCAL 11.06.18
WalkoutToVote.org

text **WALKOUT**
to **64336**

to find a
#WalkoutToVote
event near you



WALKOUT
TO VOTE
ON
ELECTION
DAY



10 AM LOCAL 11.06.18
WalkoutToVote.org

Walkout To Vote

Client: Future Coalition

Brief: Social media campaign targeted at GenZ for the 2018 midterm elections

Role: Concept and illustration



Summertime Mixtape

Client: DJ Jazzy Jeff + MICK

Brief: Cover art and poster for DJ Jazzy Jeff + MICK's 2020 Summertime mixtape drop

Role: Concept and illustration

#BeApp

sat 7/18
3 pm ET | 12 pm PT

@djjazzyjeff
@mick
@beapplive

mixtape available at
SUMMERWATER.COM

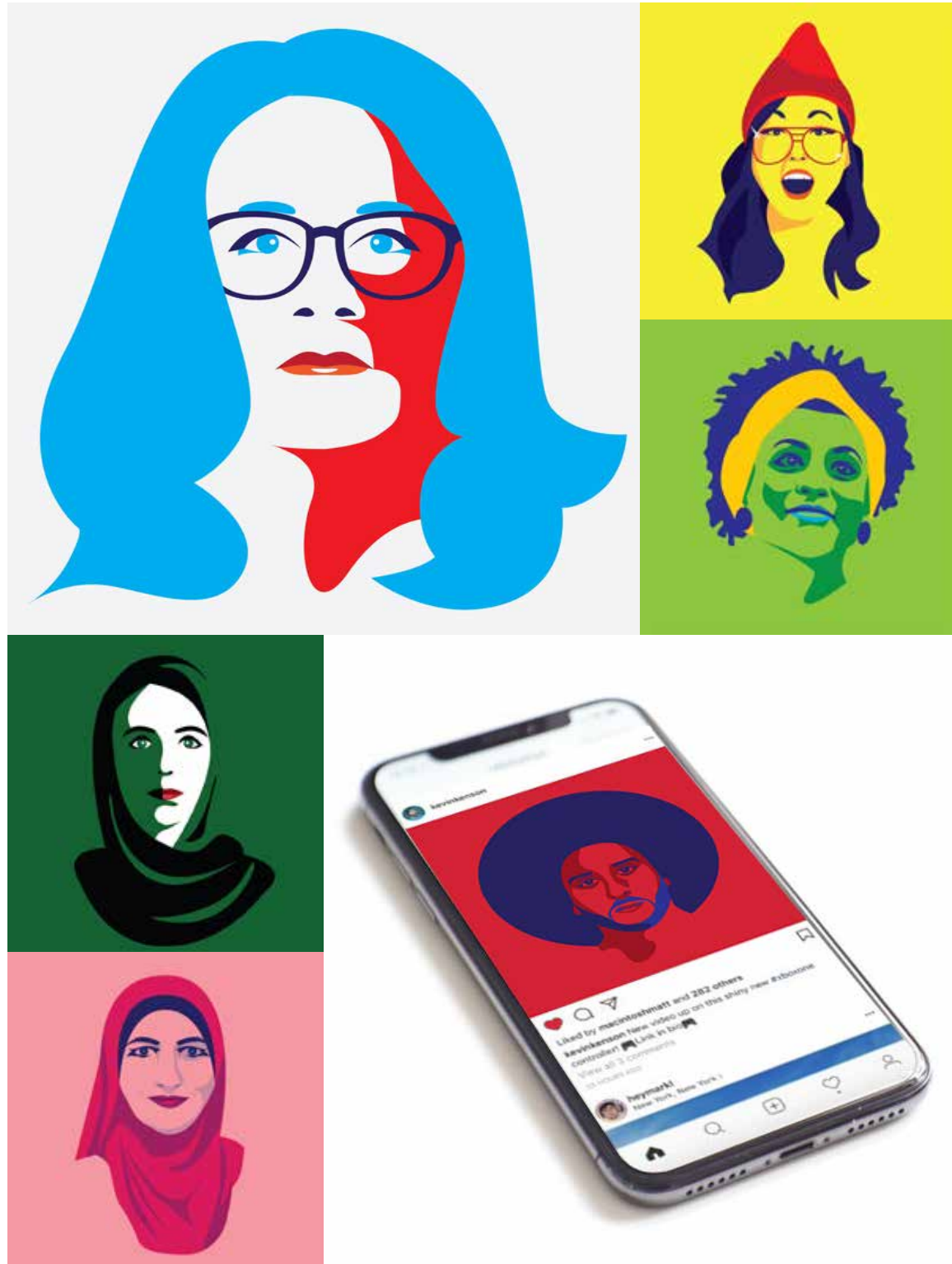


Faces of Immigration

Client: Immigrant Legal Center | Omaha, NE

Brief: A 25' banner to express the mission of the Immigrant Legal Center

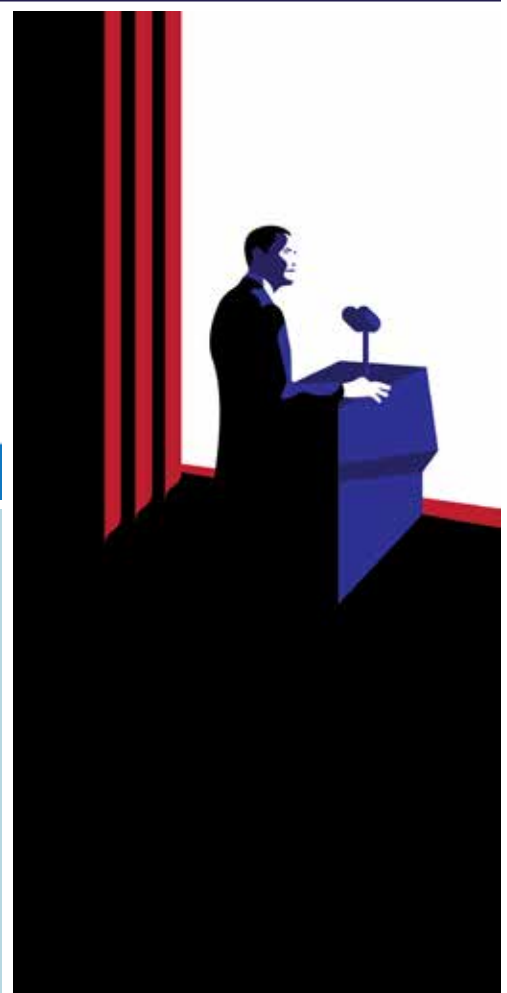
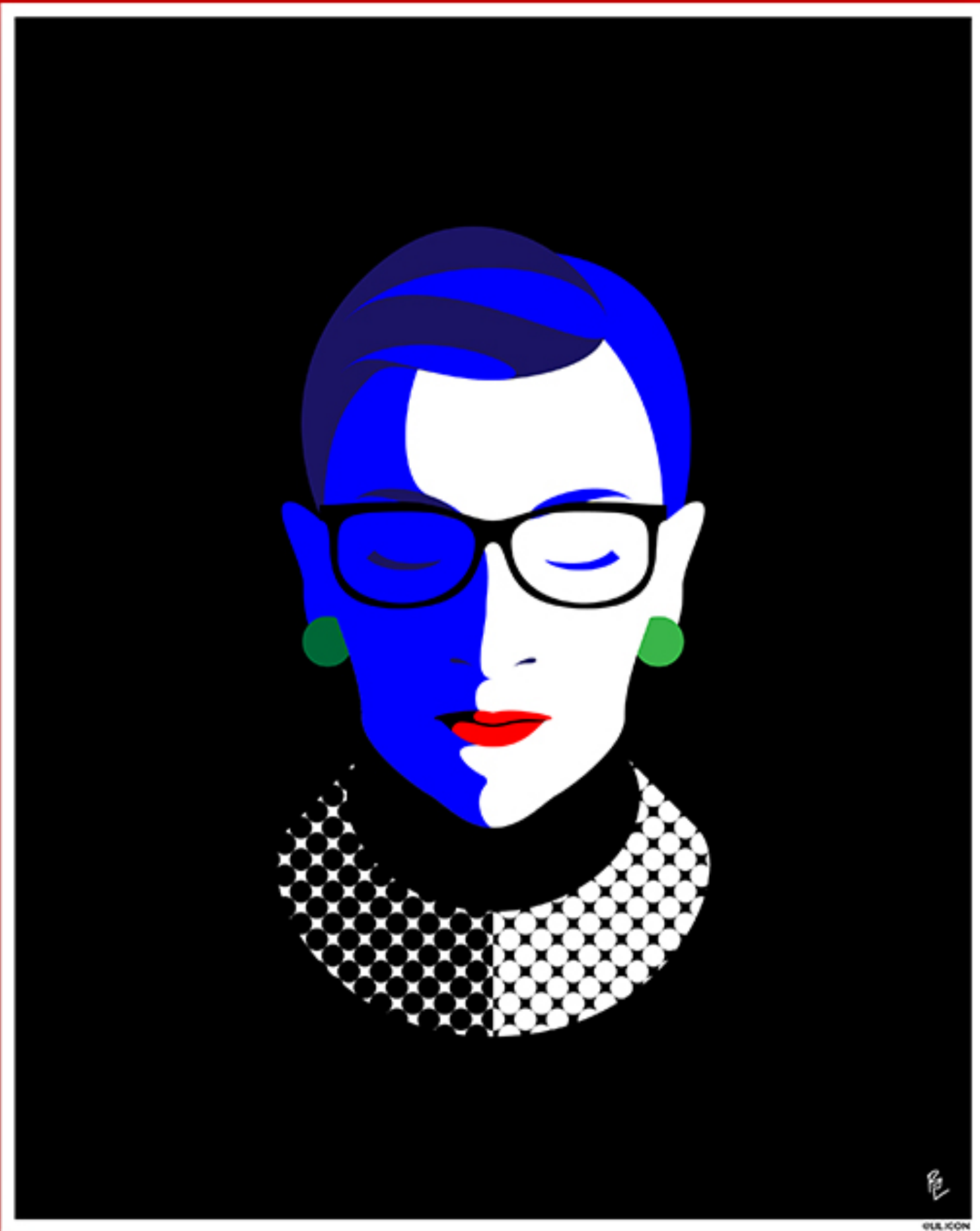
Role: Illustration



Portraits

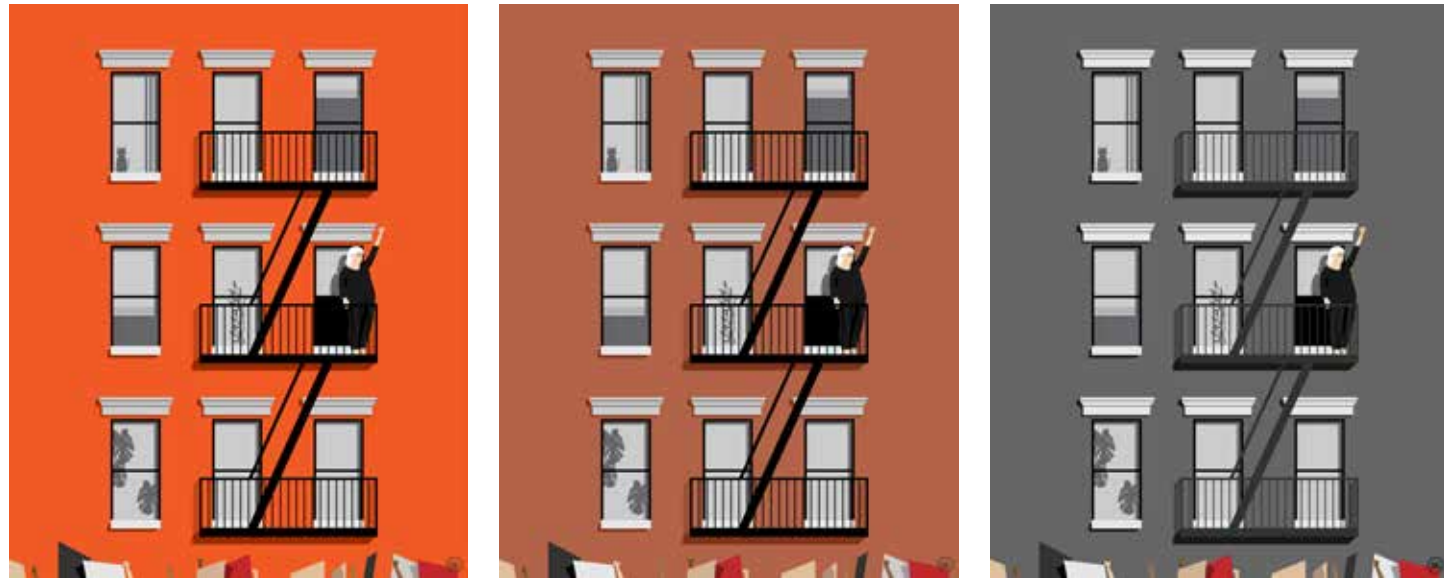
Personal

Brief: Portraits of influential figures. The image of John Lewis is part of the permanent collection at The Durham Western Heritage Museum, Omaha, NE.



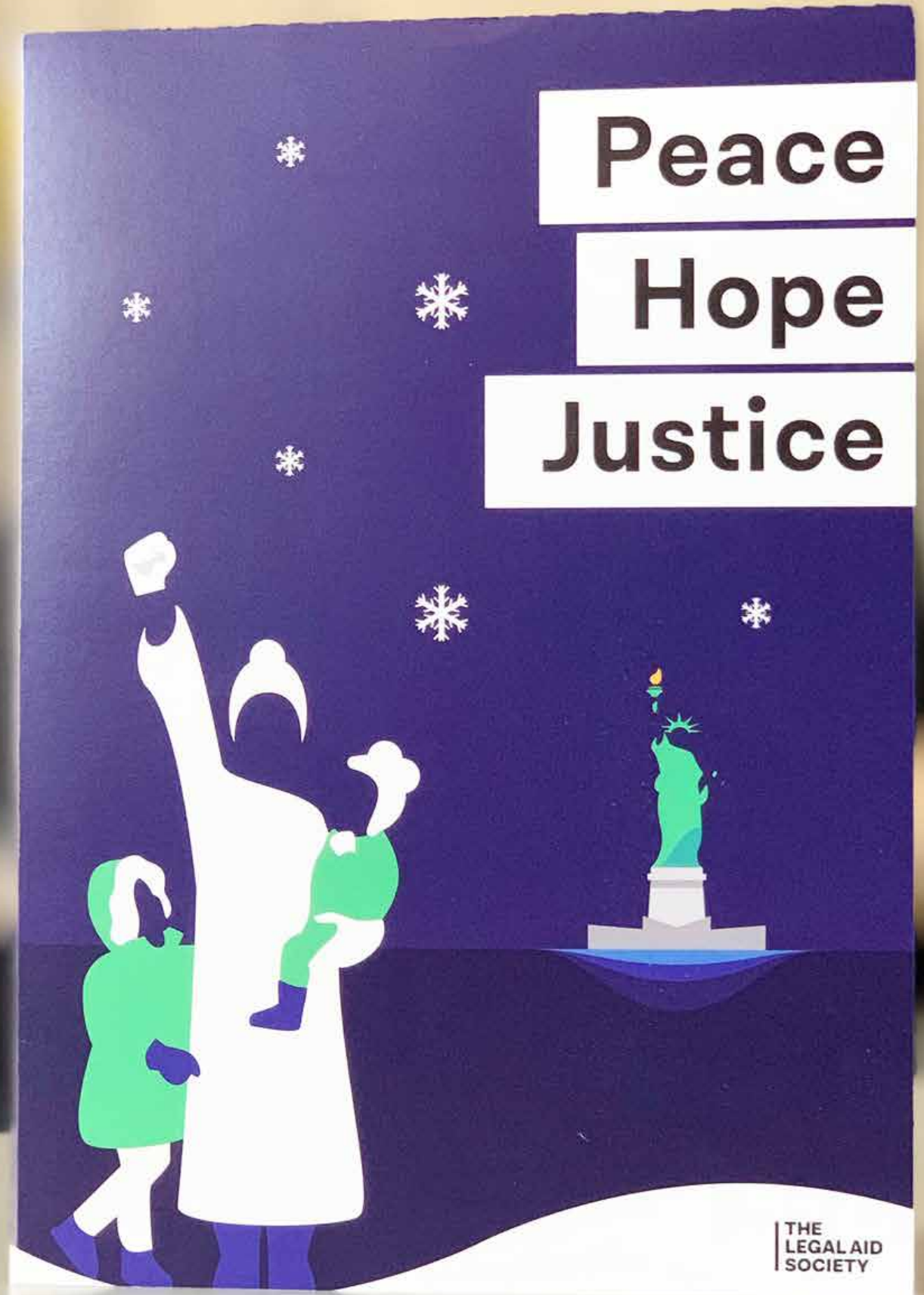
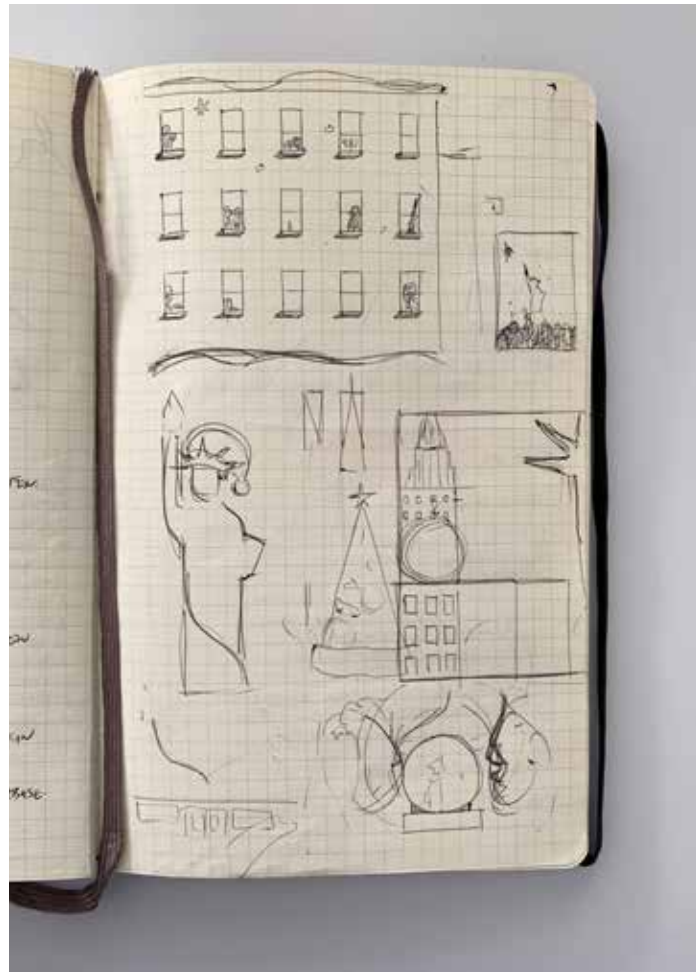
Politicians

Personal
Brief: Portraits of political figures.



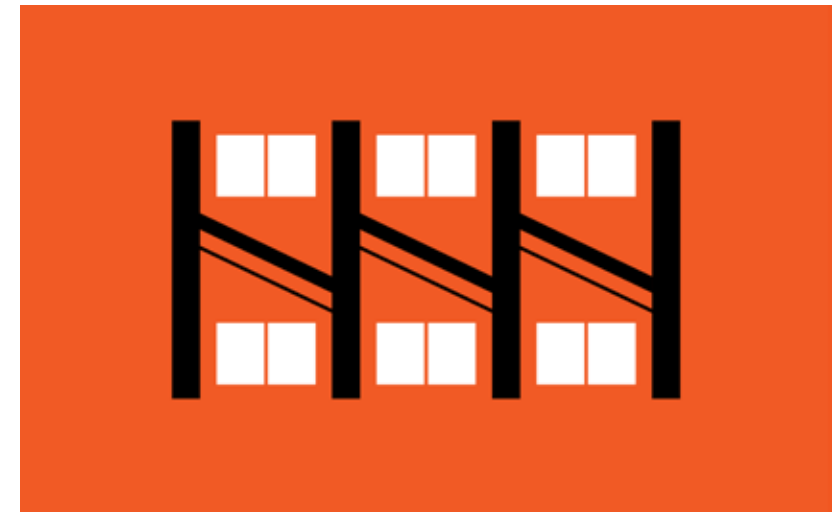
Allyship

Personal
A lesson in allyship in solidarity with the Black Lives Matter movement
Press: BuzzFeed



Legal Aid Society Holiday Card

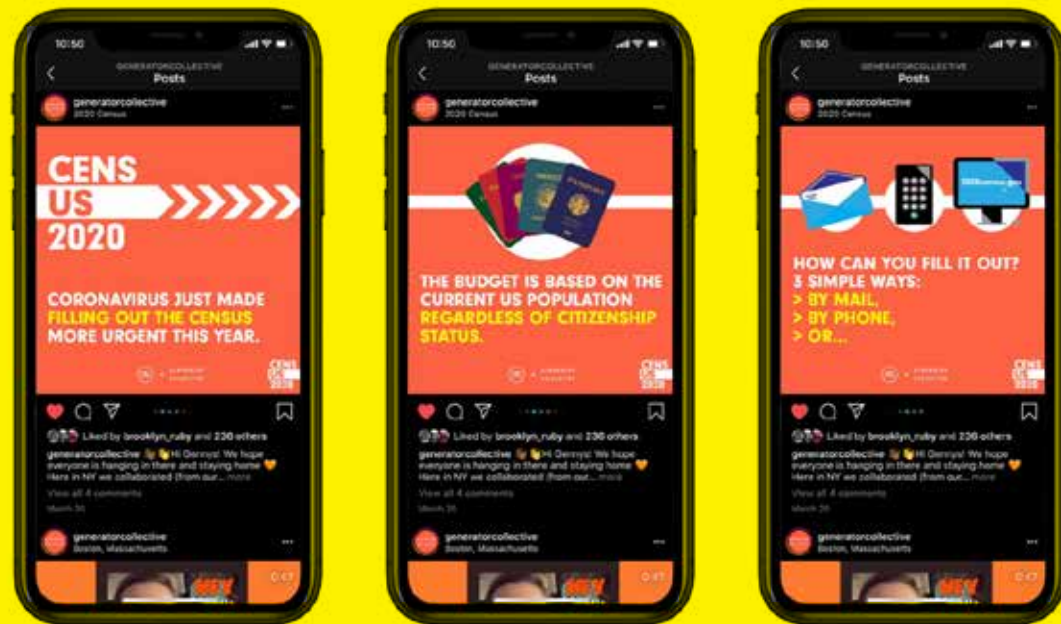
Client: Legal Aid Society
Brief: 2019 Holiday card design
Role: Illustration



NYC Architectures + NYC Flags

Personal

Brief: Illustrations of architectural elements of NYC



US Census 2020 + Super Tuesday

Client: Generator Collective
 Brief: Social media guides for completing the census and voting engagement
 Role: Illustration

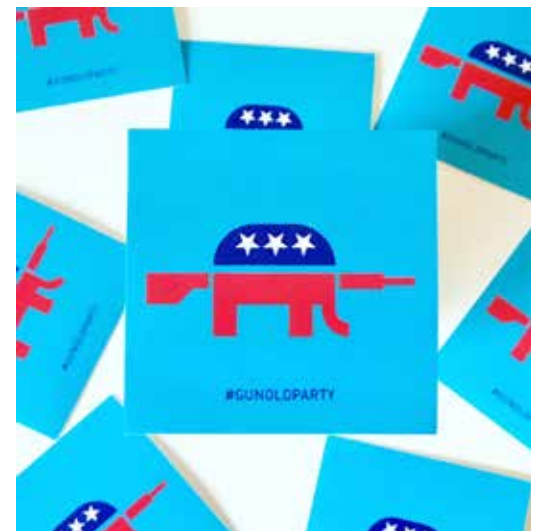
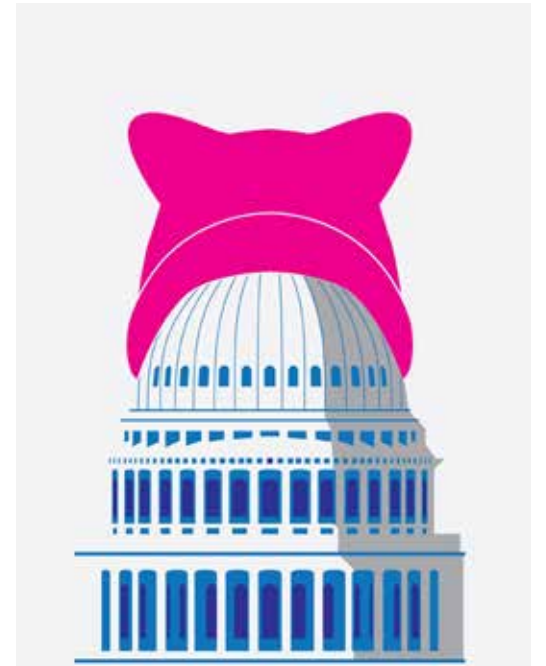
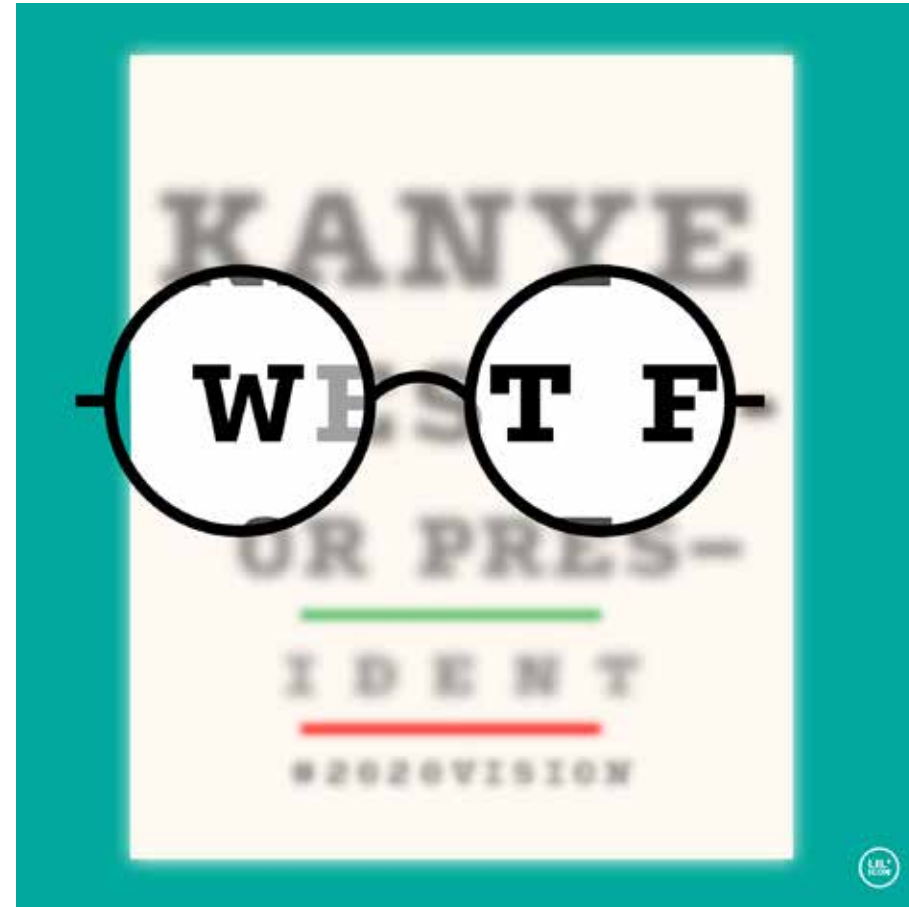
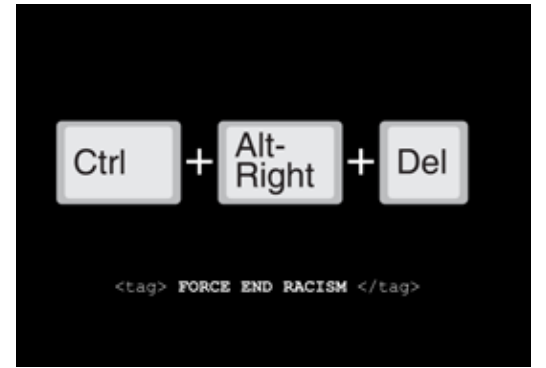
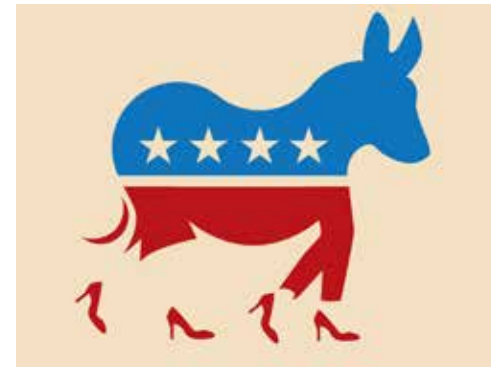


A Derecho Rips Through Iowa

Client: Commission

Brief: An image to draw attention to the devastation caused by the derecho storm that ripped through Iowa in the summer of 2020.

Role: Concept and illustration



Political Editorial Illustrations

Personal

Brief: Commentary on American politics and society

CO•VID•19 *noun*

[kō-vid-nin-'tēn]

1 A global pandemic that shook the world—closed schools¹, shut businesses, grounded flights, canceled sports², rainchecked weddings, halted the economy³, mandated work from home⁴, socially distanced people, and ruined any sense of normalcy; yet cleaned the air, increased family time⁵, sparked creativity out of boredom⁶, birthed new skills⁷, unmasked superheroes like the doctors and nurses on the front lines⁸, and made acts of kindness go viral⁹—*defining* a moment in history.

¹Closes in Zoro, no pants, no graduation, no nation relief
²Due to March Madness, NBA, Wimbledon, summer sports, etc. see you in 2021, Olympics
³Cancel the rest! Unemployment at an all-time high. What do we get instead, please?
⁴Professors' best addresses with in their underwear, what day is it?
⁵Parents' appreciation for caregivers and teachers director
⁶Bobo Goldberg coaches PPTD
⁷Look at this leaf of bread I baked
⁸To our essential workers, mail, grocers, chefs, food deliveries, sanitation and trash workers, thank you
⁹From homemade PPE to checking on neighbors and social hugs, we are all in this together.

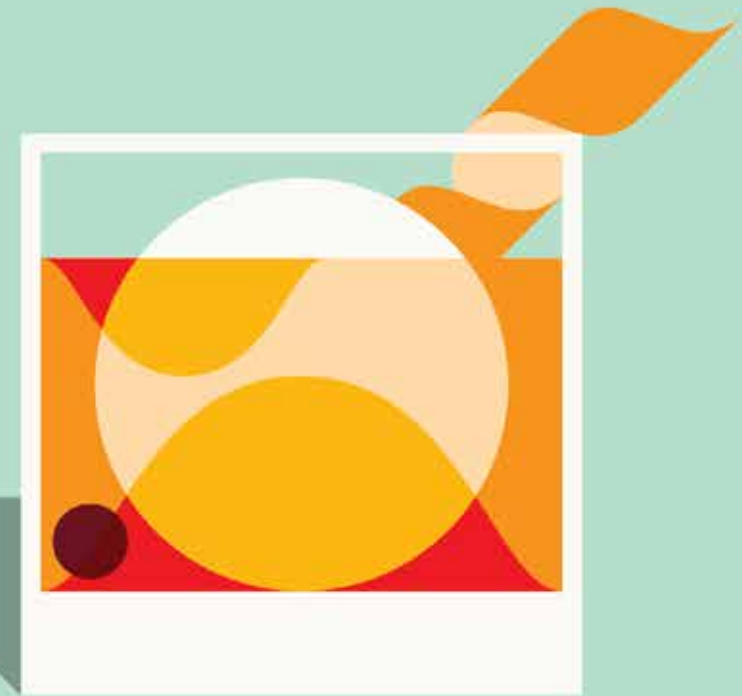


COVID-19 Posters

Client: Viral Art Project

Brief: Design posters that reflect the age of COVID-19

Press: The Washingtonian



Old Fashioned

- Go-to (and first date) cocktail
- 2 oz Rye, 2 dashes Angostura bitter, 1 sugar cube, orange rind, cherry
- Average Price: \$12
- Calories: 150
- First sip bitter, slight snuffle
- Subsequent sips get sweeter, goes down fast
- Loosens me up slightly
- Will try to get cherry with tongue, eventually use fingers
- Lust medium/Libido medium
- 1 or 2 lead in to other drinks

Dry January

Personal

Brief: A visual journal of my relationship to alcohol while abstaining from it for a month

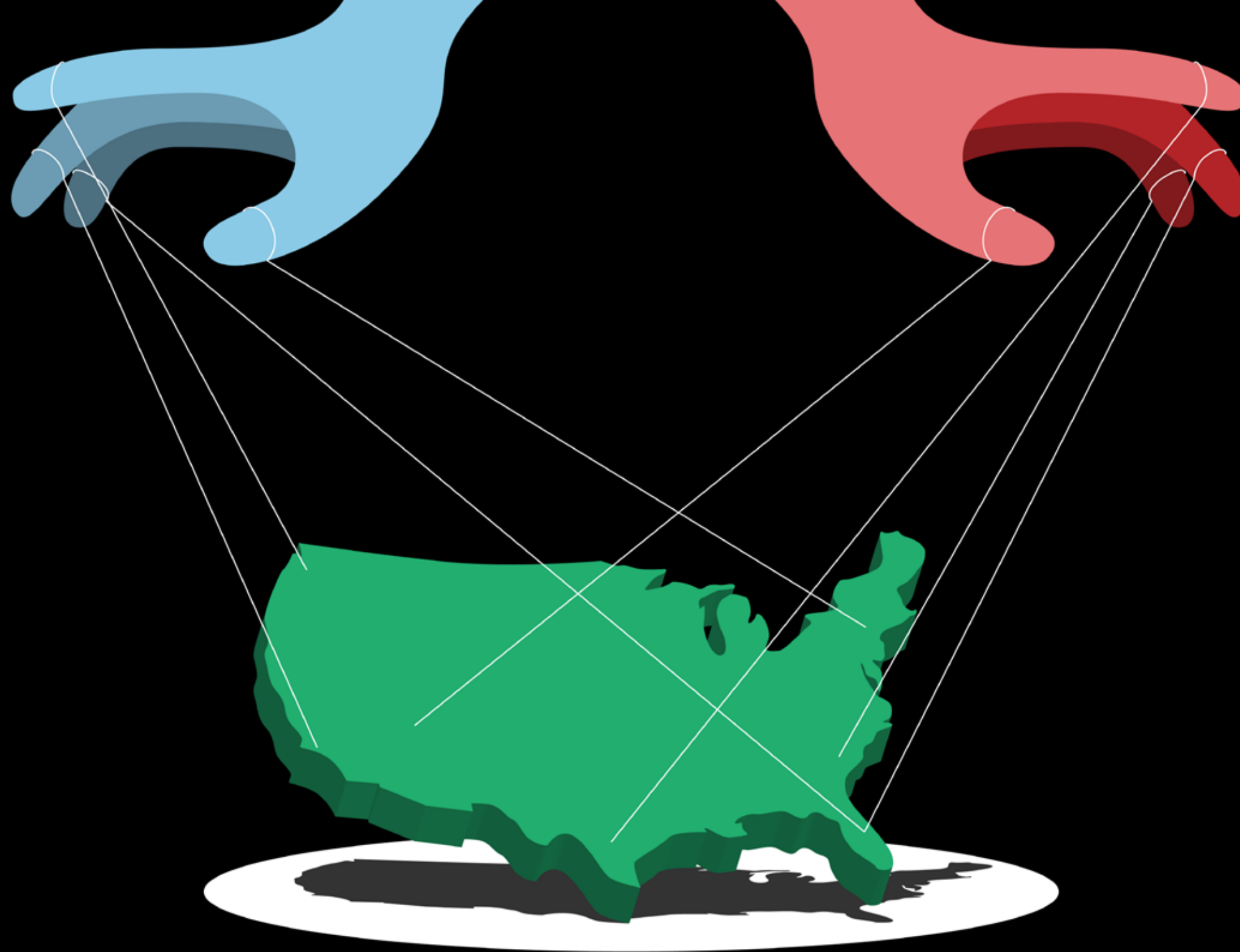
Role: Concept and illustration



Light Over Darkness

Personal

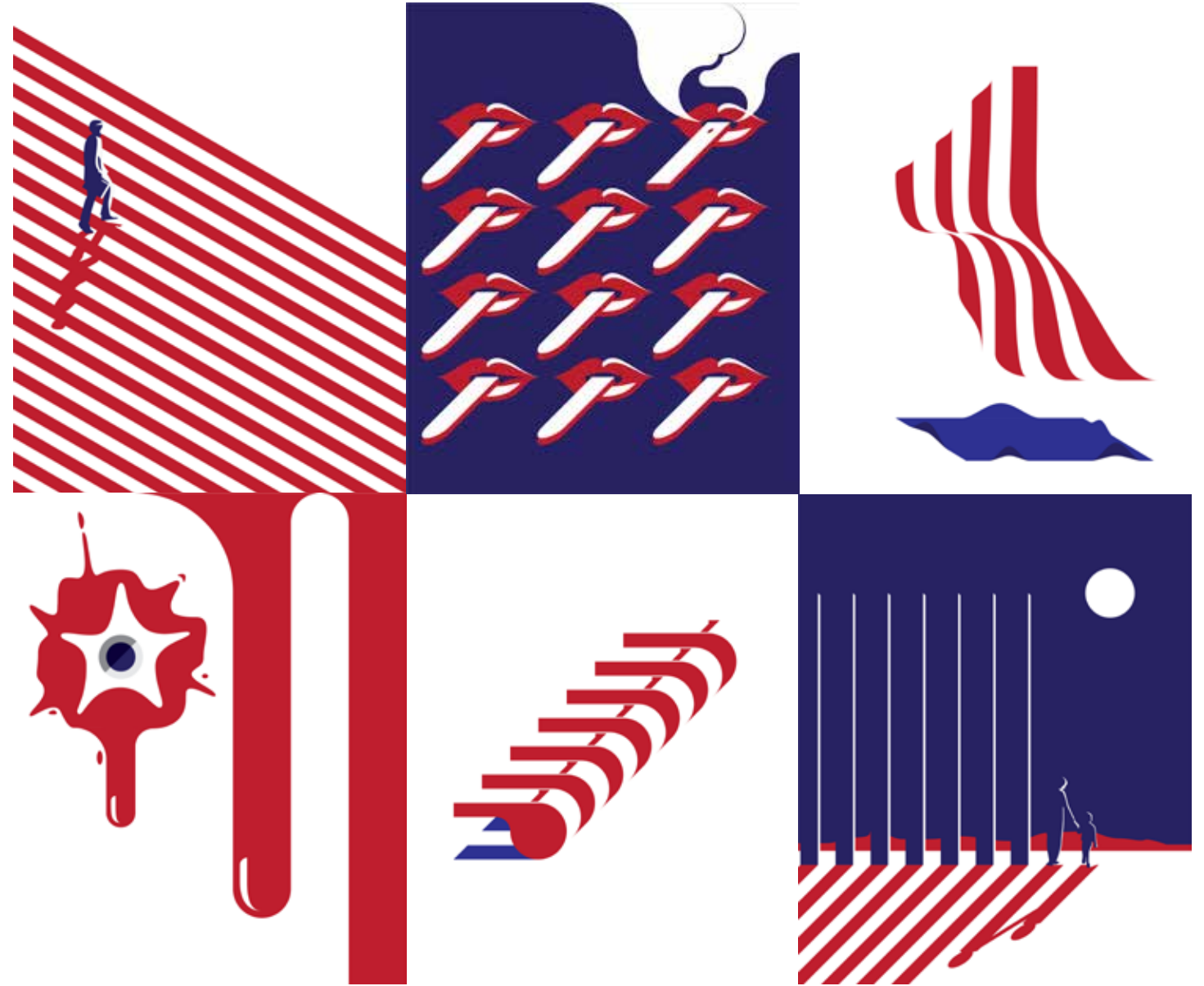
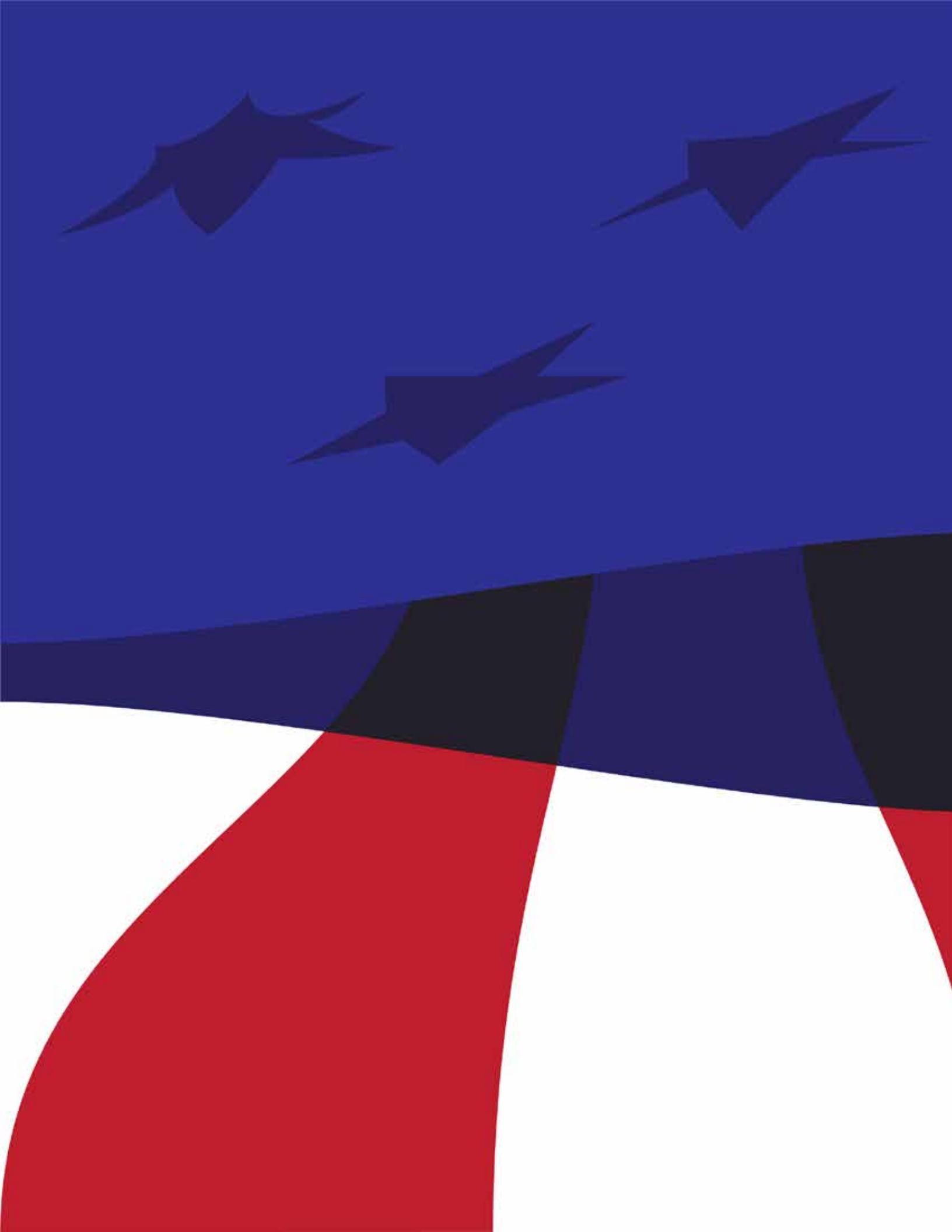
Brief: Diwali celebrates the spiritual victory of light over darkness and knowledge over ignorance. A symbolic woman wearing a Pride flag inspired sari stands in the shadows and looks to the light.



Political Puppetry

Proposal for Save Art Space's *Ministry of Truth: 1984-2020* Billboard Exhibition

Brief: Artwork that comments on the current state of US politics and that stimulates dialogue about the increasing polarization of our society.



American Flag Studies

Personal

Brief: Commentary on American politics and society using the colors and elements of the American flag



God Bless USPS Postcards

Client: Lil' Icon

Brief: Campaign to promote funding the USPS and sew confidence in voting by mail

Role: Illustration, production and distribution

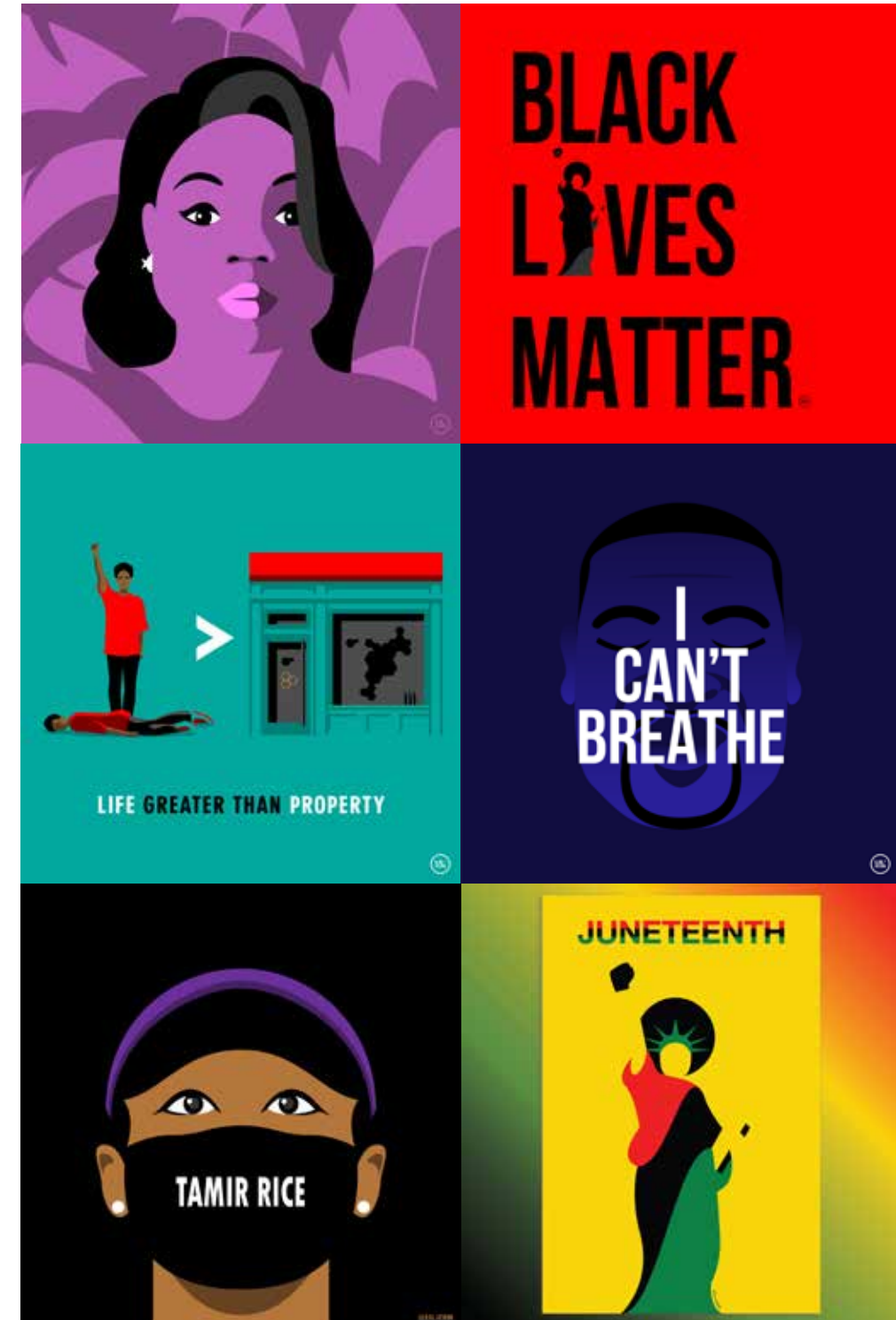
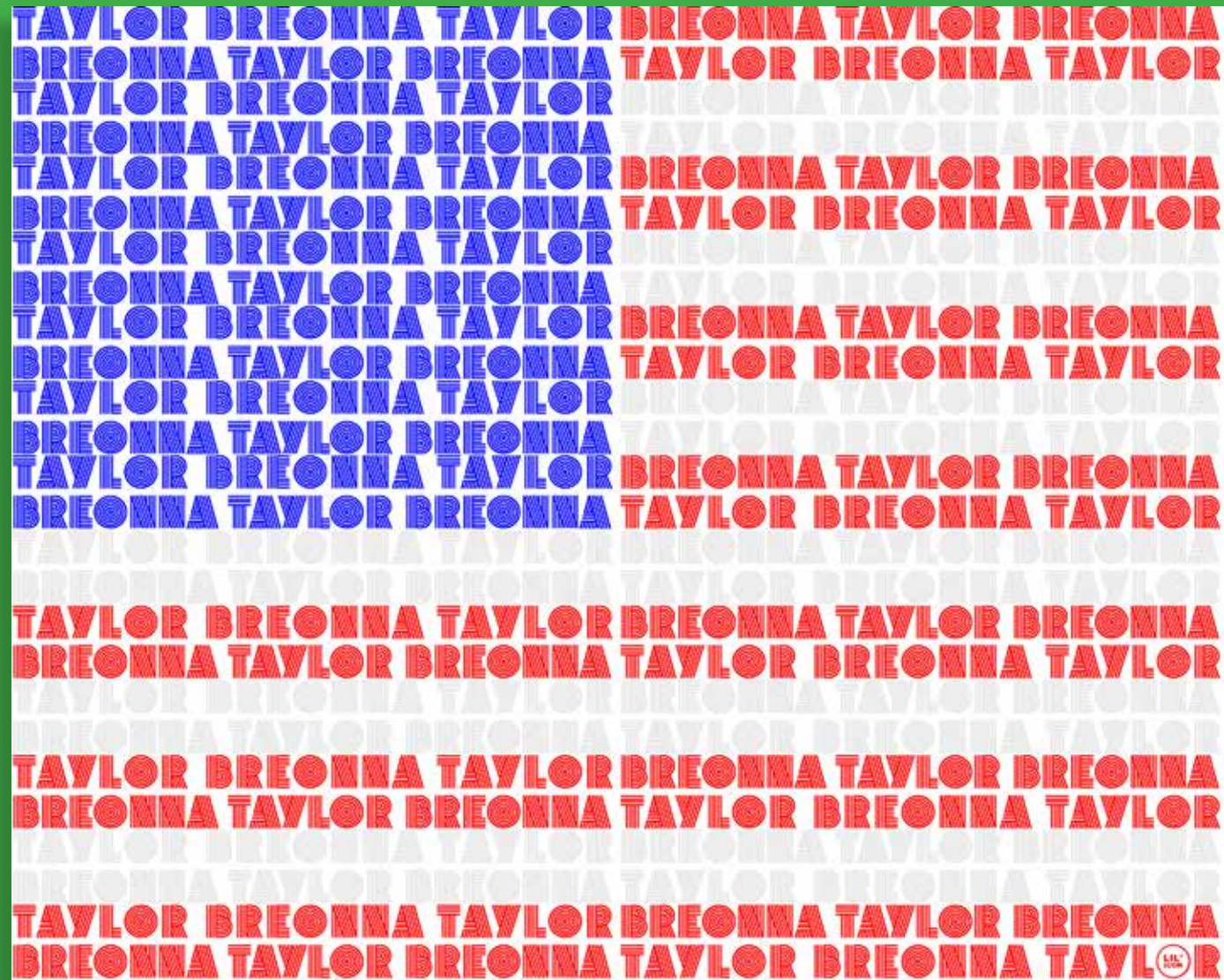


The Flag Project at Rockefeller Center

Client: Rockefeller Center

Brief: Design a flag that evokes New York City

Role: Concept and illustration



Black Lives Matter

Personal

Selection of artwork to bring attention to police brutality and racial injustice in America.



Nursing Sower

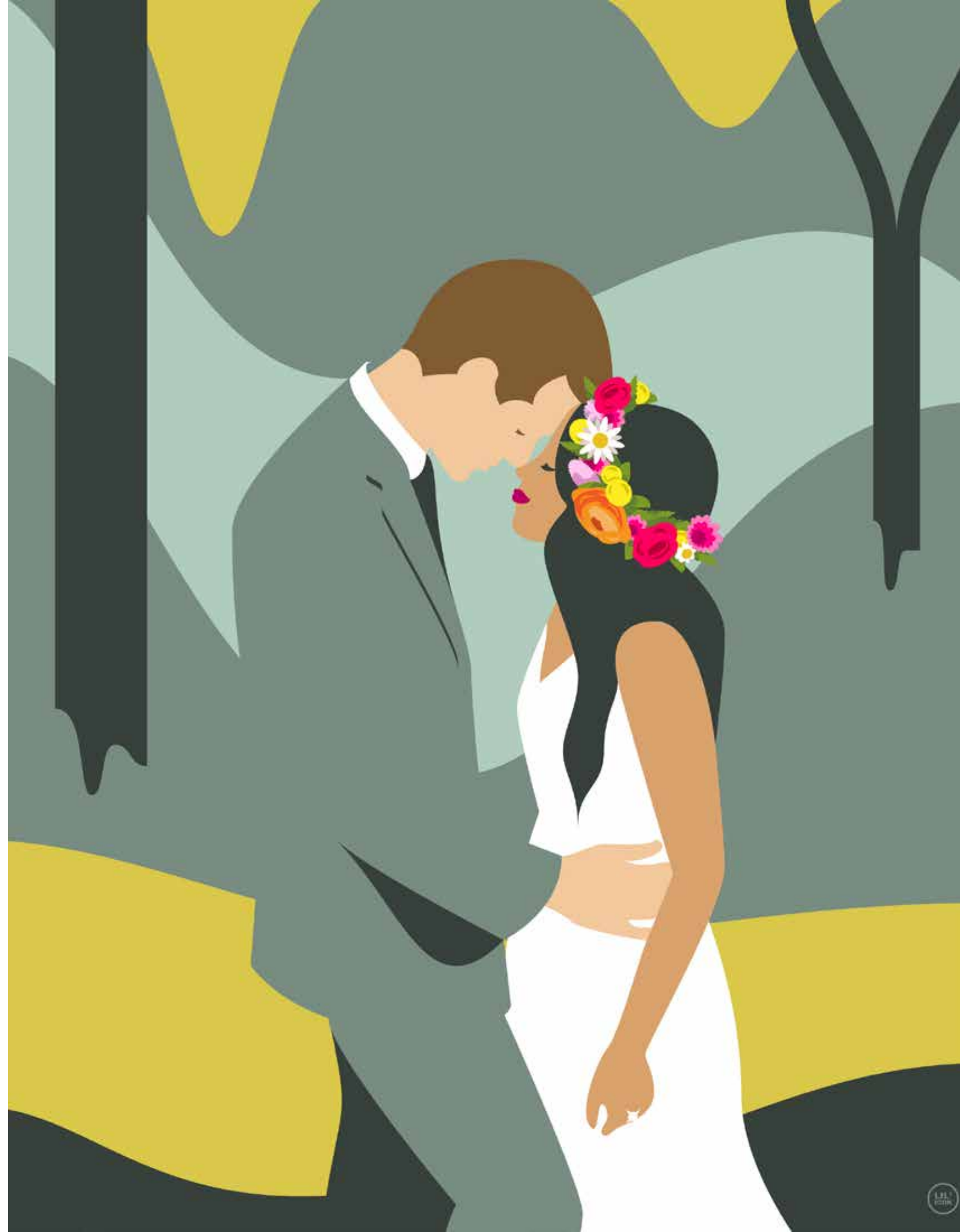
Client: Senator Machaela Cavanaugh

Brief: A modern representation of the seed sower that adorns the top of the Nebraska state capitol building. This image is part of the permanent collection at The Durham Western Heritage Museum, Omaha, NE.



Baby to Brooklyn & Baby to Big

Published 2017 (Pow! Kids Books)
 An illustrated tale between baby speak and the adult counterpart
 Role: Author and illustrator



Illustrated Snapshots

Personal

Brief: Illustrations of striking photos of friends



Rajiv Fernandez

Besides chocolate, Rajiv Fernandez craves attention. And more so, drawing attention to the issues that surround us today. In 2017, he founded Lil' Icon as a children's brand, which morphed into an activism platform, and now an artist moniker. But one to embrace change, he is proud to illustrate under his diverse name which has always dared him to be different. His signature style uses bold colors and iconographic imagery.

Rajiv is the author of *Baby to Brooklyn* and *Baby to Big*, contributor to *Posters for Change* and *The Alphabet that Changed the World*. His work has been featured in The Washington Post, WSJ, Refinery29, BuzzFeed and the MoMA Store among others. Trained as an architect and hailing from Iowa, his endeavors have taken him all over the world from the Bluffs to Buenos Aires, Bangalore and to Brooklyn, where he calls home. When not drawing you can find him painting the lines on a tennis court or doing sketches on the comedy stage.

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