

Link Ross

Illustrator/Concept Designer/Visual Storyteller

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PROFESSIONAL SUMMARY

Imaginative and versatile Illustrator with a passion for storytelling and character design. Adept in both traditional and digital mediums, with a strong foundation in Adobe Creative Suite, Procreate, and fine art techniques. Experienced in poster design, branding concepts, and freelance commissions, with a flair for developing fantasy-inspired character concepts rooted in natural form and function. Recognized for a versatile visual style that ranges from playful to atmospheric, with a strong ability to craft immersive, story-driven imagery that resonate with varied audiences.

EDUCATION

Pennsylvania College of Art & Design - Lancaster, PA

Bachelor of Fine Arts, Illustration - Expected Graduation - May 2026

Lancaster County Career & Technology Center - Lancaster, PA

Commercial Arts and Visual Communications Program - May 2021

SKILLS & DESIGN PROFICIENCIES

- **Digital Tools:** Adobe Photoshop, Illustrator, InDesign, Procreate
- **Traditional Media:** Inking, Acrylic, Oil, and experimental painting techniques
- **Illustration Strengths:** Highly detailed line art and texture work; fantasy-inspired creature design
- **Creative Approach:** Strong foundation in worldbuilding and visual storytelling; versatility across themes and adaptable across genre and audiences

PROFESSIONAL EXPERIENCE

Freelance Illustrator

2021 - Present

Meraki Monster Illustrations - Lancaster, PA

Develop custom artwork for print and digital media, including posters, visual identities, character concepts, and narrative illustrations. Craft engaging visuals that balance narrative clarity with aesthetic adaptability, supporting consistent messaging across platforms. Manage client communication, revisions, and deadlines independently while delivering polished, story-driven content tailored to a variety of audiences and styles.

Client Projects:

Water Street Mission - Lancaster, PA – 2024

Designed poster & promotional materials for local outreach campaigns.

Collector's Edition, New Holland, PA — Summer 2024

Created digital advertisements using InDesign and Photoshop for a local game and card shop.

Lancaster County Career & Technology Center (LCCTC) — 2020–2021

Assisted in the development of visual identity concepts in the Commercial Arts program.

Pet Specialist

2021 - Present

PetSmart, Lancaster, PA

- Deliver pet care support with a strong commitment to customer satisfaction and engagement.

Game Master & Storyteller

2017 - Present

Self-Directed for a TTRPG (Dungeons & Dragons)

- Developed complex narratives and characters for tabletop roleplaying campaigns; a strong foundation in collaborative storytelling, worldbuilding and improvisation.