

Jonny Arvizu

602-330-2021 hello@jonnarvizu.com Gilbert, Arizona 85296



Profile

CREATIVE DIRECTOR | ILLUSTRATOR | APPAREL BRAND DESIGNER

Visionary and versatile artist with 25+ years of experience blending fine art, commercial design, and apparel branding into compelling creative solutions. Known for a signature illustration style and a hands-on approach to brand storytelling. Proven success working with major brands, launching independent ventures, and creating artwork that resonates across industries—from national ad campaigns to local retail culture.

Experience

FOUNDER / CREATIVE DIRECTOR / ILLUSTRATOR – HIGHJINKS APPAREL CO. - GILBERT, AZ – 2008 - PRESENT

Co-founded and led design for a locally inspired apparel and art brand. Produced thousands of original products distributed both retail and wholesale. Directed all branding, illustration, and design across product lines and campaigns. Partnered with local businesses to create custom merch and brand collaborations.

COMMERCIAL ARTIST / FREELANCE ILLUSTRATOR / DESIGNER GILBERT, AZ - 2001 - PRESENT

Worked with Netflix, Popular Science, Red Robin, Frito-Lay, Oregano's, and the NFL. Delivered high-impact visuals for advertising, branding, and editorial content. Balanced client goals with original artistic style across mediums and markets.

FINE ARTIST GILBERT, AZ - 2001 - PRESENT

Created and sold handmade serigraphs and prints through exhibitions and local retail. Known for work blending Americana, mid-century design, and pop culture.

DESIGNER / ILLUSTRATOR - FOSSIL INC. RICHARDSON, TX – 1998-2000

Developed campaigns, packaging, and apparel graphics in a fast-paced environment. Influenced brand aesthetic with a vintage Americana design sensibility.

ART DIRECTOR / DESIGNER - ROCKFORD FOSGATE

TEMPE, AZ - 2001-2002

Designed packaging, brochures, and product catalogs for car audio products.

Directed product photography and managed visual assets.

Collaborated with vendors and internal teams to meet tight production deadlines.

Contributed to brand development and product design in a fast-paced, in-house environment.

Education

TEXAS CHRISTIAN UNIVERSITY - FT. WORTH, TX – BACHELOR OF ARTS, 1998

Skills

Creative Direction - Apparel Graphics - Digital Illustration - Branding & Identity

Product Design - Print Production - Merchandising - Packaging - Visual Storytelling

Awards

- Keynote Speaker, AIGA Design Conference - Phoenix Design Week (2018)
- Featured Speaker, AIGA Phoenix Design Week (2024)
- Speaker, CreativeMornings Phoenix - "Do Something for Yourself" (2012)
- Solo Exhibition, "I Can't Help Myself", Chandler Museum (Jan-June 2025)
- Solo Exhibition, "80's Portrait Show", Practical Art, Phoenix (2015)
- Solo Exhibition, "Every Which Way", Monorchid Gallery, Phoenix (2013)
- Group Exhibitions, Willo North Gallery, Modified Arts (Independents' Week)
- Phoenix New Times "100 Creatives" Honoree (2014)
- Feature Artist, Phoenix Home & Garden - Architecture Screenprints (2017)
- Artist Profile, AZ PBS Art in the 48 (2018)
- Illustration & Design, Art of the Fossil Tin (2008)
- National Gold ADDY Award, American Advertising Fed. (2012) - Oregano's Menu Design
- Gold ADDY Award (2024) - Tacos and Craft Illustrated Murals
- Collaborations with Major Brands: Netflix, Frito-Lay, Red Robin, Popular Science, Oregano's, Yum!, NFL, Procter & Gamble, and Dole.