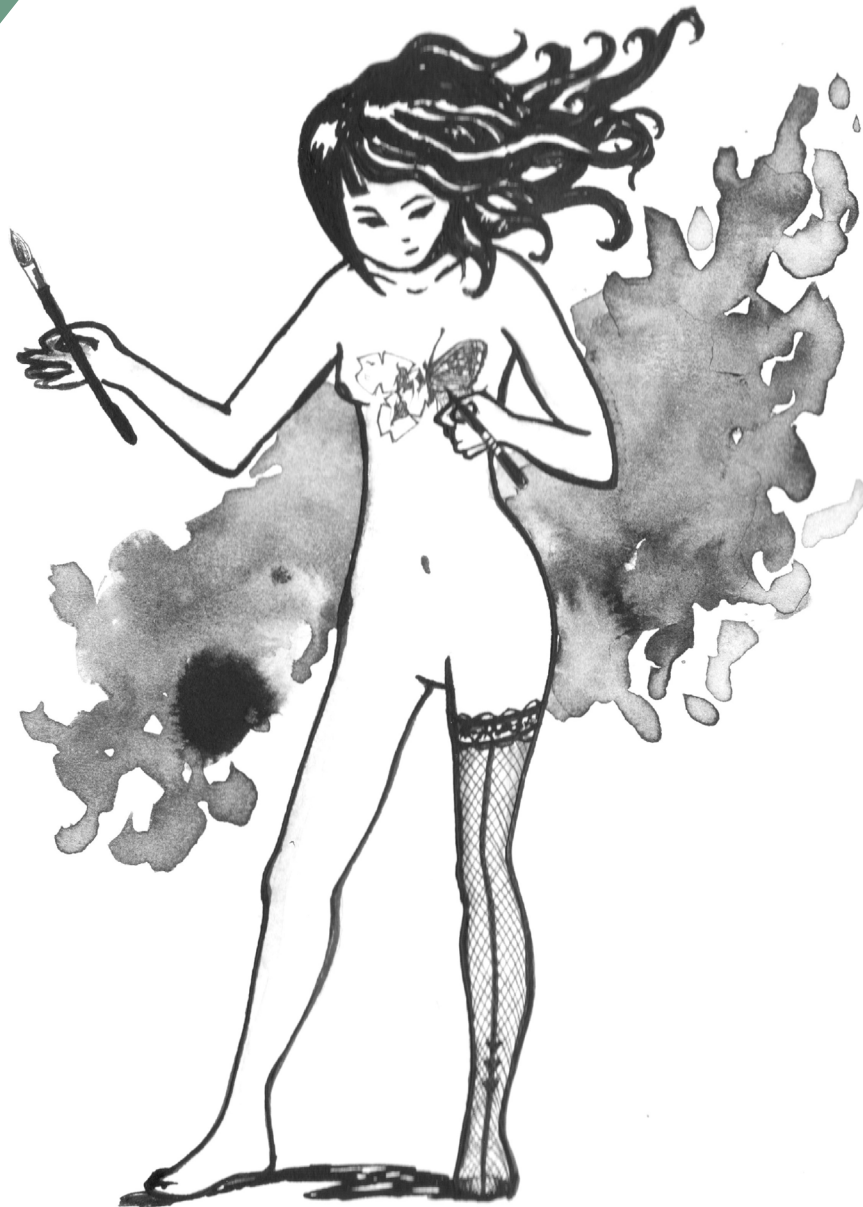


The creative world of :
Beatriz Herrera Campo



ART & ILLUSTRATION
PORTFOLIO

Hello!



I am an artist, illustrator, entrepreneur, and passionate outdoor sketcher whose creative journey is fueled by a deep desire to express emotion, share experiences, and create meaningful connections. For me, art is more than a craft; it's a pathway to healing, a search for purpose, and a way to give back to the world around me. It is a gift!

Mi profile: a multidisciplinary creative professional with a strong academic foundation, bridging research and visual communication to support research proposals, scientific publications, and outreach, while also a passionate artist and sketcher, dedicated to creating tiny treasures and crafting artistic memories that celebrate the beauty of everyday moments.

Through my work, I aim to bring a touch of nature, inspiration, and creative warmth into the spaces we inhabit.



Beatriz Vanessa Herrera Campo

Visit me: www.beatrizherrera.de

Get in touch! hello@beatrizherrera.de

Let's connect! Instagram: [@los_trazos_de_bea](https://www.instagram.com/los_trazos_de_bea)

Facebook: [lostrazosdebea](https://www.facebook.com/lostrazosdebea)

Creative endeavors



Visuals that communicate

Creating attractive, insightful, and accurate visuals at Visuals in Science LAB



Illustration and storytelling

Bringing to life stories and characters.



Art and sketching

Exploring, discovering, and documenting.



Artistic workshops

Giving, sharing, and reflecting.

Visual communication

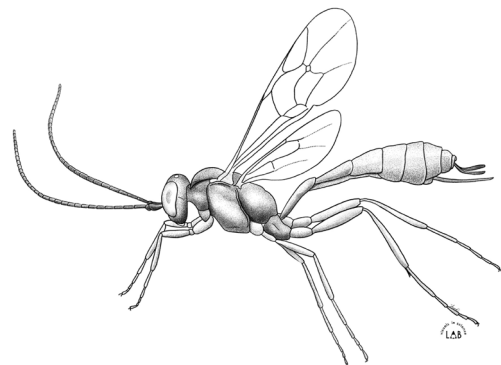
Visuals are powerful!

Using visuals to communicate our ideas increases attention, enhances curiosity, creates enlightenment, and understanding, and influences remembrance.

At Visuals in Science LAB, we help researchers and professionals in academic institutions, public organizations, and research companies to communicate their ideas through attractive, insightful, and accurate visuals, increasing the reach and resonance of their projects, innovations, and findings. Altogether we support our clients in developing, clarifying, explaining, sharing, and promoting their ideas and knowledge to expand their impacts, collaboration exchange, and funding opportunities.

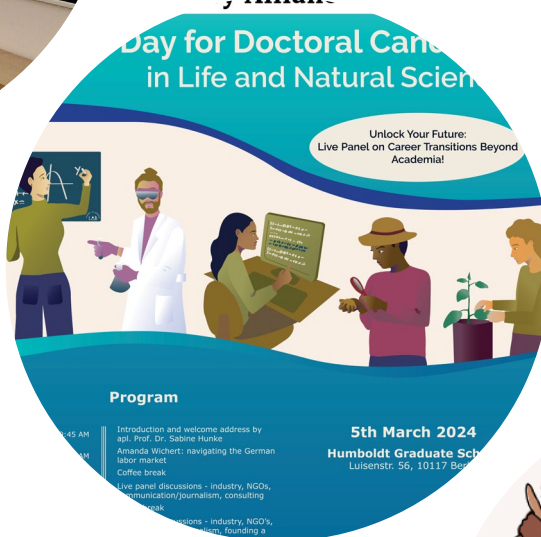
Visuals in Science LAB is a team of three women with different educational backgrounds and professional trajectories, with one mission, to help our clients reach and engage their audiences by creating attractive, insightful, and accurate visuals.

Our works have been used for scientific journals, social media publications, and interactive websites, as well as for awareness and promotion campaigns among other applications.





Have a look to our portfolio:
<https://visualsinscience.myportfolio.com/>



Visit Us

www.visualsinscience.com



Contact

b.herrera@visualsinscience.com

Illustration and Storytelling



Stories in one image

Above: Why are you crying?
Below: Beyond





Character creation

I love to create unique characters that might not exist otherwise because they are inspired by real people but with a touch of fantasy.

Watercolor, colored pencils, gouache, markers, and inkliner.



Trenzar con la madre tierra

Written by Mayra Prado,
Colombia-Spain

A story about the search for
sense, the death and the connec-
tion with ourselves.





Post-concussion diary In development

An intimate journey through the symptoms, struggles, questions and answers that arise after an accident that will change the course of her destiny.



Art and sketching



Day by day, the landscapes become so different that it is impossible not to be fascinated by the beauty of transformation. I document the evolving beauty and diversity of my surroundings through a variety of expressive forms.



Tivissa, 2022

Watercolor (panoramic sketchbook
75 x 12 cm)



Geismar view, 2023, Göttingen

Watercolor (minisketchbook 7,5 x 3 cm)



Orthensie, 2018

Watercolor (23 x 31 cm)

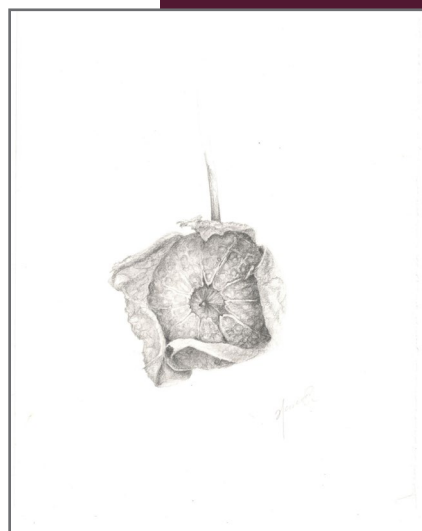


Conjunction. 2023, Göttingen

Watercolor (23 x 31 cm)



Petirojo, 2018
Softpastel (16 x 24 cm)



Promises, 2018, Göttingen
Pencil (14,7 x 21 cm)



Inside, 2020
Softpastels (30 x 40 cm)



There is a subtle beauty in a grey sky.
2018, Göttingen
Softpastels (10,5 x 15 cm)



Autumn feeling. 2023, Göttingen
Softpastels (10,5 x 15 cm)

Mostly painted on location, my artwork captures the essence and diversity of people and places realistically. Moved by the beauty around me, whether familiar or novel, nature is my main studio and my greater source of inspiration.



Wahlheimat, Home is where the heart feels free.
Exhibition, 2023, Göttingen

Artistic workshops



Sharing capacities
The Break fellowship, 2022
Tivissa, Spain



Conecting through art
Women circle, Göttingen

Providing people with a space to learn, practice, and exchange is to plant a seed for individual wellness and community sense while sharing my passion.



When nature is the
studio



Outdoor sketching
Westfest, 2022
Flause, Göttingen



Urban sketching
Westfest, 2023
Flause, Göttingen



Nature journaling
Westfest, 2024
Flause, Göttingen

I offer workshops on urban sketching and nature journaling in watercolors. Through practical exercises, I focus on observational drawing and emphasize the importance of intention while also sharing valuable materials and practical tips.



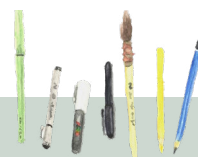
Professional experience

15.06.2023–current	Visuals in Science LAB's Co-founder, multidisciplinary manager and lead illustrator, executive management, corporate communication, information management and accounting. Göttingen.
01.04.2021–current	Freelancer - Artist and illustrator. Botanical illustration, landscape representation, mapping, and conceptual visualization for science. Göttingen, Germany.
WS 2018–2022	Teaching assistant. Division of Plant Pathology and Crop Protection. Georg-August-University of Göttingen, Germany.
01.04.2020–30.09.2020	Scientific staff. Division of Agricultural Entomology. Georg-August-University of Göttingen.
01.10.2013–15.05.2015	Outposted researcher Decision and Policy Analysis (DAPA). International Center for Tropical Agriculture (CIAT) Cali, Colombia.
07.02.2011–30.08.2013	Research assistant. DAPA, CIAT. Cali, Colombia



Education

10-2013-05.2018	M.Sc. Crop Protection. Georg-August University of Göttingen, Germany.
08.2003-11.2010	Geographer. Universidad del Valle, Cali, Colombia.



Skills

Digital	Media and Graphic: Adobe Suite: Illustrator, Photoshop, Indesign, Fresco, Premier. Character Animator. Opensource: Inkscape, Krita, Shotcut)
Artistic	Graphite, charcoal, Ink, Soft pastel, Watercolor, Gouache, and Colored pencils.
Technical	Geographic Information Systems, Ecological Niche Modelling, Microscopy, Basic Programming, ClickUp.
Languages	Spanish: Native speaker, English: Proficient (C1), German: Proficient (C1)



Skill enhancement

01.01-30.08.2023	Gründungsstipendium. Investitions- und Förderbank Niedersachsen – NBank. Germany.
01.09-13.12.2022	The Break Fellow. Escuela de Organización Industrial - co-founded by the European Union. THE BREAK PROGRAMA DE ATRACCIÓN DE TALENTO DE MUJERES, Madrid, Spain.
15.10-03.12.2020	Course: Ilustra Entomología. Scientific Illustration. Academia Ilustraciencia. Barcelona, Spain. Online.
14.08-20.05.2019	Course: NHI101X: Drawing Nature, Science and Culture: Natural Illustration 101: University of Newcastle. Edx. Online.

Personal interests



I love to create unique pieces, accesories, and utensils by reusing old materials. I'm the master of minisketchbooks!

I am a nature observer and occasional contributor at: www.inaturalist.org/beatrizherrera.

I am member of the German Pastel Society <https://www.deutsche-pastell-gesellschaft.de/>

Do you want us to work
together, exchange or connect?
Get in touch!



Beatriz Vanessa Herrera Campo

Website: beatrizherrera.de

Email: hello@beatrizherrera.de

Instagram: [los_trazos_de_bea](https://www.instagram.com/los_trazos_de_bea)

Facebook: [lostrazosdebea](https://www.facebook.com/lostrazosdebea)

<https://www.linkedin.com/in/beatriz-herrera-campo/>