

CAREER PROFILES:

NAME: JANAVI KRAMER

**OCEAN ARTIST,
SCIENTIFIC ILLUSTRATOR AND
STORYTELLER**



AN OVERVIEW OF YOUR JOB:

Through my art practice and visual storytelling, my mission is to use creativity as a force for good - to advocate for our ocean, to celebrate its beauty, and to remind people of their connection to it. The greatest threat to our ocean is not only pollution or overfishing, but disconnection - the quiet apathy that comes from feeling separate from the sea. Through my art, I work to bridge that gap. I paint vivid windows into the underwater world and share the stories behind the species I illustrate, hoping to ignite curiosity and empathy in those who see them. Every brushstroke, every video, every conversation is an invitation - to look closer, to care deeper, and to take small actions that ripple outward into change.



WHAT'S A TYPICAL WORKING DAY LIKE FOR YOU?

No two days look exactly the same in my work. Some days are spent in the studio painting or researching upcoming projects, while others take me out into the wild - or underwater - observing and documenting different species, their anatomy, and their behaviour. Whenever possible, I love collecting my own reference material, so underwater photography has naturally become an important part of my process too. More recently, I've also become increasingly involved in community work - hosting workshops in shared spaces and schools, and speaking at events to share my journey. It's incredibly rewarding to encourage others to discover their own "creative superpower" and explore how creativity can be used to make a positive impact.



STORYTELLER

BESIDES FORMAL QUALIFICATIONS, WHAT SKILLS OR TRAITS ARE MOST USEFUL FOR YOUR TYPE OF WORK?

Patience and resilience are essential, as developing artistic skills, building a career, and creating meaningful work is a long process that requires dedication and persistence, especially when facing setbacks. Confidence in your own value and skills is equally important in a competitive creative space, alongside strong organisation and problem-solving abilities to manage both the creative and practical sides of the work. Being adaptable and open to new ideas helps you respond to unexpected opportunities and challenges, while empathy—particularly when your work is rooted in storytelling or conservation—guides your perspective. Above all, an unrelenting passion for your subject, such as a deep love for nature and wildlife, is what drives the work forward and gives it purpose.

WHERE ARE YOU USUALLY BASED? E.G. AN OFFICE, A LAB, A RESEARCH VESSEL, A HOME OFFICE

I am currently based in Falmouth, Cornwall - you can find me either in my art studio or in the ocean!

HOW LONG HAVE YOU BEEN IN THIS LINE OF WORK?

8YEARS

WHAT WORK EXPERIENCE, QUALIFICATIONS OR TRAINING WOULD YOU RECOMMEND FOR GETTING INTO THIS CAREER?

One of the most beautiful things about creativity is that there aren't rigid boundaries or a single "correct" path into it. You don't necessarily need formal qualifications or training to begin - curiosity, passion and determination can take you a very long way.

I didn't study art or science formally. I created this career after finishing my degree, and everything I've learned since has been self-taught. Building this journey from the ground up has been incredibly rewarding, and it's something I hope encourages others to realise that it's never too late to pursue a creative path.

**WHAT ADVICE
WOULD YOU GIVE TO
A YOUNG PERSON
INTERESTED IN THIS
CAREER PATH?**

Find your unique voice and use it with purpose—it's one of your greatest strengths. Surround yourself with people who support and challenge you to grow, and stay open to new ideas and learning.

With the right mindset and community, you can shape a meaningful and impactful path forward.



**WHAT'S YOUR
FAVOURITE
PART OF YOUR JOB?**

My favourite part of being an ocean artist is seeing people light up with curiosity when they encounter my work. When someone pauses to ask a question or engage with a species they might never have noticed before, that moment of connection is incredibly powerful.

**WHAT'S THE MOST
CHALLENGING
PART OF YOUR JOB?**

One of the biggest challenges is emotional burnout. Working in this field means constantly being confronted with the realities facing our planet - from climate change and overfishing to plastic pollution - and that can feel incredibly heavy at times.



HOW DID YOU GET INTO THIS CAREER?

Art has always been my way of understanding the world. I grew up surrounded by creativity, learning to notice the small details and quiet beauty that often go overlooked. At first, painting was simply something I loved doing. But everything changed when I discovered diving. Since then, I've been lucky enough to explore some of the most extraordinary marine environments on the planet - and those experiences completely reshaped the way I see both art and the ocean. What began as a creative practice slowly evolved into something more meaningful. Today, I think of my work as painting a window into the underwater world - revealing the intricate forms, colours, and species that many people never get the chance to see firsthand. My hope is that when someone looks at my work, they feel a sense of curiosity, wonder, and connection to the life beneath the surface. Because behind every painting is also a deeper story. Our oceans are facing immense challenges, and through my work I try to highlight both the beauty of marine life and the urgency of protecting it.