

crXss



X conceptual pharma

crafting **conceptual**
campaigns:

Shoot Production
Photography
Motion
CGI, VFX & AI



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You're receiving this because you work on healthcare and pharmaceutical brands.

At CRXSS, we represent photographers who know how to communicate sensitive, complex stories — from the emotional weight of diagnosis to the human impact of innovation. We work with:

- 01 **Sebastian Nevols** – emotive, cinematic portraiture
- 02 **Sam Barker** – bold, campaign-led work
- 03 **Kelvin Murray** – conceptual still life
- 04 **Alex Khokhlov** – graphic, bold visuals



Together, they cover everything from hero campaigns to editorial, internal comms, and digital content. We can scale production to suit budget and creative needs — casting real people, working with medical consultants, and managing sensitive subject matter with care.

CRXSS is both an agency and a production company. We take briefs from start to finish — sourcing locations, building visual worlds, and delivering across platforms. At the end of this PDF, you'll find a case study showing how we tackled a recent healthcare brief for Vertex.



team

crxss agents & producers

JOHN, JOANNA, HOLLY & ELENA

conceptual photographers / directors

SEBASTIAN NEVOLS

SAM BARKER

KELVIN MURRAY

ALEX KHOKHLOV

cgi, vfx & ai

LITTLE SHADOW

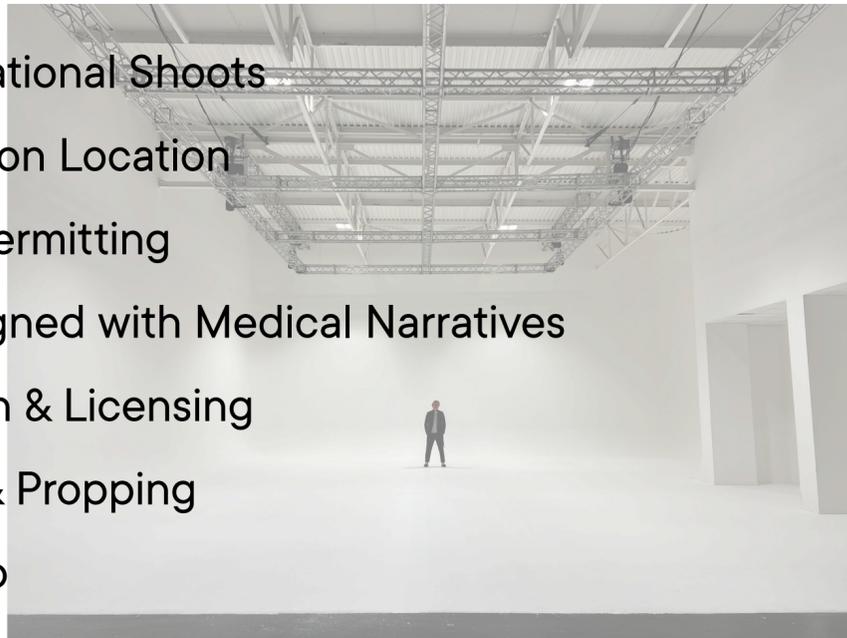


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shoot production

- Facilitating UK & International Shoots
- Shooting in Studio and on Location
- Location Searching & Permitting
- Specialised Casting Aligned with Medical Narratives
- Casting Fee Negotiation & Licensing
- Set Design, Set Builds & Propping
- Styling & Hair & Makeup
- On-Set VFX Crew
- Post Production Management



sebastian nevolts



sebastian nevolis

Sebastian Nevols brings a cinematic, emotionally intelligent approach to his work. His portraits capture the human side of medical stories, while his use of light and environment distils complexity into clear, compelling visuals. He also weaves in subtle, fantastical elements — like portals and abstract cues — to represent internal shifts or medical breakthroughs with imagination and clarity.

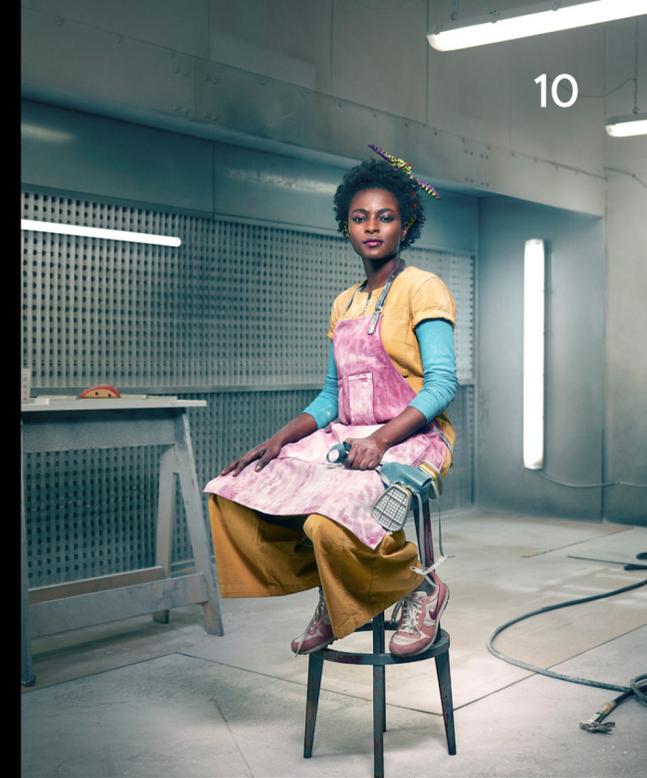


— sam barker



sam barker

Sam Barker brings a bold, cinematic style to storytelling. Known for his striking use of light and ability to capture strength and vulnerability in equal measure, his work is ideal for campaign-led briefs. Whether photographing patients, scientists or leadership figures, he brings a polished, human-centred approach that gives stories impact and credibility.



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kelvin murray



conceptual pharma

kelvin murray

Kelvin Murray brings warmth, storytelling, and a touch of wit to his imagery. His work is character-driven and emotionally resonant, ideal for briefs that require relatability, optimism, or a more human tone. With a gift for directing nuanced performances, he creates imagery that feels both authentic and memorable — perfect for patient stories, lifestyle-led content, and behaviour-focused campaigns.



alex khokhlov



alex khokhlov

Alex Khokhlov brings a bold, conceptual edge to his imagery. Known for his striking use of texture, and character-driven visuals, he excels at creating eye-catching work that simplifies complex ideas. His creativity and graphic precision make him ideal for campaigns that need to stand out — whether through abstract storytelling, stylised portraits, or beautifully crafted visual metaphors.



case study /
sam barker x vertex



For Vertex, Sam Barker was commissioned to visualise a new approach to acute pain management — targeting the source of pain in the body, not the brain. The concept focused on dynamic portraits of movement, with joints like knees, feet, and elbows taking centre stage.

Shot over two days in a large industrial space in NYC, the environment was extended in CGI to enhance scale. Light trails, developed by Little Shadow and animated across both stills and motion, visualised the treatment's pathway — creating a striking, cohesive campaign.

See the motion here.



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john cross

JOHN@CRXSS.AGENCY

+44 (0)7970 421 435

joanna niklas

JOANNA@CRXSS.AGENCY

+44 (0)7729 918 426

elena huntley

ELENA@CRXSS.AGENCY

+44 (0)7802 286 370

holly charlton

HOLLY@CRXSS.AGENCY

+44 (0)7877 467 369

sebastian nevols

WWW.SEBASTIANNEVOLS.COM

sam barker

WWW.SAMBARKER.COM

kelvin murray

WWW.KELVINMURRAY.COM

alex khokhlov

WWW.ALEXANDERKHOKHLOV.COM

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