

SERENA WADE

SENIOR GAME ARTIST

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Over 10 years of experience in concept art, character design, prop design and illustration

RELEVANT WORK EXPERIENCE

Senior/Interim Lead Artist - Kongregate

R&D, Licensed IP CCG; *SpongeBob's Idle Adventures*

Sept 2020 - Nov 2023

- ★ Designed and illustrated in-game assets, character redesigns, key art explorations, environmental design concept art, player-facing cards featuring licensed IP characters as well as original characters designed to IP holder's specifications using Photoshop and Clip Studio Paint; presented deliverables to IP holder for review and maintained the game's consistently high quality standards.
- ★ As **interim Lead Artist**, delivered feedback and paintovers to art team (internal and external), coordinated and brainstormed with IP holder on vision and character direction and ensured all illustrated assets met the aesthetic and narrative objectives of the game.
- ★ Refined and documented the art pipeline, created standardized illustration and design templates in Photoshop utilized by the art team, and regularly updated character and card art bible as project processes and requirements evolved.
- ★ Mentored the art team on artistic design principles, created guidepost documents and style sheets tailored to each teammate's strengths and areas for improvement, and supported creative growth and fostered a collaborative and productive environment through empathetic leadership and recognition of team and individual successes.
- ★ Collaborated closely with senior leadership and other stakeholders to establish CCG art direction and visual language; solidified the project's shifting scope and vision changes while ensuring efficient work practices; coordinated with the Production team to manage deliverables, making sure that milestones and deadlines are met, including flagging potential pain points and challenges for the team.

Accomplishments include: Set visual quality benchmark for iterative concept art and final polished art, aligning with IP holder's expectations. Demonstrated deep understanding of IP brand and visual identity, replicating IP characters and props in style and creating original designs following IP visual language.

Game Artist - Choice Provisions

Hextech Mayhem: A League of Legends Story

Sept 2020 - Jan 2022

- ★ Designed key poses, animation breakdowns, and expressions of the main playable character to be used as direct reference for 3D animated gameplay mechanics, prioritizing clear silhouettes and high entertainment value.
- ★ Illustrated concept art for highly stylized buildings, props, and building interiors in Photoshop, stylistically and tonally in line with *League of Legends* worldbuilding, and iterated upon based on studio and client feedback.
- ★ Storyboarded in-game cutscenes using Photoshop, timed sequences to audio tracks and assembled the animatic in After Effects
- ★ Created functional concept art and turnarounds of props and buildings by translating rough sketches into solid orthographic views to serve as modeling guides; reviewed concept art with 3D modeling team and provided iterations based on their specifications.

Accomplishments include: Provided support throughout development, from ideation to fully rendered player facing art, including Achievement Badges. Pivoted between several tasks as needed by studio director, displaying reliability and flexibility. Fostered camaraderie and collaboration among external art teammates.

Illustrator - Interface Media Group

Various informative online animated videos

Jan 2012 - Aug 2020

- ★ Created storyboards, concepts, and designs of characters and environments in a variety of styles; clients included **PBS Kids, The PEW Charitable Trusts, and The US Department of State.**
- ★ Reviewed scripts, brainstormed the most appropriate art direction and visual metaphors to demonstrate the messages of the narrative, then illustrated and proposed style sheets to the client for further iteration or approval.
- ★ Formatted art assets for video production and puppet-style animation by isolating and ordering layers in Photoshop and Illustrator.

Accomplishments include: Infused otherwise dry, serious subject matter with engaging visuals and thoughtful metaphors, suited to the client's narrative and the project's targeted audience. Formed nearly a decade's long working relationship with Interface Media Group's director as a trusted collaborator, understanding the studio's brand identity and core values.

EDUCATION ★ MARYLAND INSTITUTE COLLEGE OF ART Bachelor of Fine Arts in Illustration, Minor in Animation

TECHNICAL PROFICIENCY ★ Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Procreate, Clip Studio Paint, Blender, Nomad Sculpt, Affinity Photo, Affinity Designer, Google Suite, Jira, Favro, Trello, Outlook, Basecamp