



# Valentina Mendicino

GRAPHIC DESIGN ★ 2D GAME ARTIST ★ 2D ANIMATOR



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@VALENTINA MENDICINO



@VALE MENDY ILLUSTRATIONS

## Software

PHOTOSHOP	★★★★
ILLUSTRATOR	★★★★
ANIMATE	★★★★
ACROBAT PRO	★★★★
AFFINITY DES	★★★★
BLENDER	★★★
ZBRUSH	★★★

## Aptitude

- ★ TIME MANAGEMENT & ORGANISATION
- ★ CREATIVE THINKER & INNOVATIVE IDEAS
- ★ INTERPERSONAL SKILLS & POSITIVE NATURE
- ★ CAN-DO PERSONALITY & PROBLEM SOLVING
- ★ ABLE TO ADAPT BASED ON FEEDBACK
- ★ INDEPENDENT WORKER & TEAM PLAYER
- ★ FLUENT IN ENGLISH & ITALIAN NATIVE
- ★ TECH ENTHUSIAST & ARTISTIC TALENT



## Summary

- PROFESSIONAL, RELIABLE, DEDICATED AND VERSATILE 2D DIGITAL ARTIST BASED IN LONDON (UK).
- 15 YEARS OF EXPERIENCE IN THE DIGITAL MEDIA INDUSTRY, 4 OF WHICH IN GAMING\TECH.
- EXTENSIVE EXPERIENCE AS ILLUSTRATOR & GRAPHIC DESIGNER FOR PUBLISHING, EDITORIAL & ADVERTISEMENT.
- CONSIDERABLE EXPERIENCE AS: 2D GAME ARTIST, VISUAL DEVELOPMENT ARTIST, PROP & CHARACTER DESIGNER FOR BOTH GAMES AND ANIMATION.
- KNOWLEDGE OF 2D\3D ANIMATION, STORYBOARDING AND POST PRODUCTION.
- EXPERIENCE WITH: UI DESIGN, MOBILE GAME APPS DEVELOPMENT & AR APPS.
- 3D MODELLER AND PUBLISHED AUTHOR OF CHILDREN'S BOOKS TOO.

## Education

SHORT COURSE 3D MODELLING WITH ZBRUSH ..... UAL - LONDON - 2022  
 SHORT COURSE 3D MODELLING WITH BLENDER..... MORLEY COLLEGE - LONDON - 2020  
 MASTER CHILDREN'S BOOKS ..... ARU - CAMBRIDGE - 2013  
 BA (HONS) ILLUSTRATION & MULTIMEDIA ANIMATION ..... IED - MILAN - 2005



## Work Experience



- ★ 2D GAME ARTIST - CONTENT ILLUSTRATOR  
at THE WORLD'S ONLINE FESTIVAL - Social Gaming & Chat, London, UK 2021/2023)
  - PRODUCTION OF VISUAL ASSETS, CHARACTER DESIGNS, BACKGROUNDS, ICONS, UI DESIGN, AND INTERACTIVE DESIGN FOR THE WOLF APP AND GAMES.
  - CREATION OF ILLUSTRATIONS, 3D ASSETS AND GRAPHIC MATERIAL FOR BLOGS AND MARKETING.
  - CONTRIBUTIONS TO CONCEPTS AND IDEAS FOR CONTENT AND PROMOTIONS.
  - ON OCCASION, MANAGING EXTERNAL ILLUSTRATORS AND CREATIVE COLLABORATIONS.
  - TRACKING AND UPDATING PROGRESS OF DAY-TO-DAY TASKS USING JIRA/CONFLUENCE.
  - MANAGING THE IMAGE LIBRARY AND CONTENT PLATFORM.
- ★ FREELANCE CONCEPT ARTIST  
at WASTE CREATIVE AGENCY for EVENLY GAMES (London, UK - 2021)
  - CREATION OF CONCEPT ART FOR THE VIDEO GAME "BIOMES".
- ★ VISUAL DEVELOPMENT ARTIST  
at IBEX FILMS LTD for AMAZON STUDIOS US (London, UK - 2018/2019)
  - CREATION OF CONCEPTS, ILLUSTRATIONS, PROPS, ASSETS, CHARACTER DESIGNS AND BACKGROUNDS FOR 2D ANIMATED TV SERIES & PITCHES.
- ★ 2D GAME ARTIST - ILLUSTRATOR & AUTHOR  
at DARA TECHNOLOGIES - Creation of AR Apps for Books (London, UK - 2015)
  - PRODUCTION OF ILLUSTRATIONS, CHARACTER DESIGNS, BACKGROUNDS & ASSETS FOR THE AUGMENTED REALITY APP.
  - CREATION OF STORIES & CONCEPTS FOR BOOKS & GAMES.
  - PRODUCTION OF GRAPHICS, MARKETING MATERIALS & MERCHANDISE FOR PROMOTIONAL EVENTS.
  - CREATION OF LOGOS, CREATIVE BRANDING AND WEBSITE.



## Skills

- ★ **RASTER & VECTORIAL ILLUSTRATION**
- ★ **REALISTIC & GRAPHIC STYLE**
- ★ **CONCEPT ART & SKETCHING**
- ★ **DIGITAL PAINTING & EXCELLENT COLOUR SENSITIVITY**
- ★ **TURNAROUNDS & CHARACTER DESIGN**
- ★ **BACKGROUND & ASSETS DESIGN**
- ★ **2D\3D ANIMATION & STORYBOARDING**
- ★ **FUNDAMENTALS OF ART & EYE FOR DETAIL**
- ★ **PERSONAL STYLE & STYLE ADAPTABILITY**
- ★ **LOGO, TYPOGRAPHY & GRAPHIC DESIGN**
- ★ **UI DESIGN**
- ★ **3D MODELLING & TEXTURING**
- ★ **UNDERSTANDING OF FLOW, COMPOSITION & DESIGN FOR USER'S EXPERIENCE**



- ★ **2D GAME ARTIST - 2D ANIMATOR**  
at **ALTITUDE EDUCATION - Educational Apps & Games (London, UK - 2014\2015)**
  - CREATION OF ILLUSTRATIONS, CHARACTER DESIGNS, BACKGROUNDS, ASSETS, PROPS AND UI DESIGNS FOR MOBILE GAMES AND APPS DEVELOPED WITH UNITY.
  - COLLABORATION WITH DEVELOPERS TO CREATE CONCEPTS AND UX FOR GAMES.
  - CONTRIBUTION TO IDEAS AND CONCEPTS FOR GAMES AND NARRATIVES.
  - PRODUCTION OF SEVERAL STORYBOARDS AND SHORT 2D ANIMATIONS
  - PRODUCTION OF GRAPHIC DESIGN AND MARKETING MATERIAL FOR PROMOTIONS, WEBSITE AND PRINTED DOCUMENTS.
- ★ **2D PROP DESIGNER**  
at **JASON HARDING ANIMATION STUDIO for GUY RITCHIES (London, UK - 2014)**
  - CREATION OF 2D ASSETS & BACKGROUNDS FOR A 2D ANIMATED DOCUMENTARY PRODUCED BY GUY RITCHIE .
- ★ **GRAPHIC DESIGNER**  
at **PROMOTION ITALIA ADVERTISING (Milan, IT - 2008\2009)**
  - CREATION OF GRAPHIC DESIGNS, LOGOS, AND MARKETING MATERIALS (SUCH AS CHARTS, LEAFLETS, FLYERS, POSTERS, STOPPERS, CATALOGUES, ETC.) FOR PROMOTIONAL CAMPAIGNS BELOW THE LINE OF BRANDS LIKE: VODAFONE, VEET, CRODINO, BARBIE, MATTEL, ETC
- ★ **2D ANIMATOR & STORYBOARD ARTIST**  
at **MACAIA ANIMATION STUDIO (Milan, IT - 2006\2007)**
  - CREATION OF STORYBOARDS, ANIMATIC, CHARACTER DESIGNS, BACKGROUNDS, 2D ASSETS AND TRADITIONAL 2D ANIMATIONS FOR A PROMOTIONAL SHORT COMMERCIAL ON THE CITY OF PESARO (ITALY).
  - COLLABORATION IN THE POST-PRODUCTION PHASE USING AFTER EFFECTS
- ★ **STORYBOARD ARTIST**  
at **ARDACO ADVERTISEMENT VIDEO PRODUCTIONS (Milan, IT - 2006)**
  - STORYBOARDS PRODUCTION FOR FOOD COMMERCIALS.

## Illustrator & Graphic Designer



EXTENSIVE EXPERIENCE ILLUSTRATING & DESIGNING: BOOKS, BOARD GAMES, ADVERTISING CAMPAIGNS, GRAPHIC NOVELS, GREETING CARDS, MAGAZINES, ETC. ON A FREELANCE BASIS.

### ★ CLIENT LIST: ★

#### BOOK PUBLISHERS:

WALKER BOOKS (LONDON, UK)  
FABER & FABER (LONDON, UK)  
IMAGINE THAT (SUFFOLK, UK)  
HACHETTE UK\OCTOPUS (LONDON, UK)  
MACMILLAN EDU\REDNOVA LEARNING (US)  
IMAGINE THAT (SUFFOLK, UK)

#### ADVERTISING CLIENTS::

TBWA ITALIA FOR ENI PETROLEUM (ROME, IT)  
FERRERO & SOREMARTEC FOOD (ALBA, IT)  
KINDER FERRERO (ALBA, IT)  
TBWA SWISS FOR WANDER OVOMALTINE (CH)  
ZANUSSI UK (LUTON, UK)  
NOVARTIS PHARMACEUTICALS (LONDON, UK)

#### BOARD GAME PUBLISHERS:

KALEIDOS GAMES (MILAN, IT)  
COCKTAIL GAMES (VERSAILLES, FR)  
SOPHISTICATED GAMES (CAMBR. UK)  
GROW GAMES (SAO PAULO, BRASIL)  
SWANPANASIA GAMES (BJ, CHINA)  
LISCIANI\HEADU GAMES (TERAMO, IT)

#### EDITORIAL CLIENTS:

HIGHLIGHTS FOR CHILDREN (OHIO, US)  
FOCUS STORIA BY MONDADORI (MI, IT)



## Interests

I'M AN AVID TOY COLLECTOR AND GAMER WITH A PASSION FOR RETRO AND VR GAMES. I'M ALSO A TECH ENTHUSIAST WITH INTERESTS IN ANIMATION, CHILDREN'S BOOKS, GRAPHIC DESIGN, 2D & 3D ARTS. IN MY FREE TIME, I ENJOY BAKING, DANCING TO ELECTRONIC MUSIC, ATTENDING SOCIAL EVENTS AND TRAVELLING THE WORLD.

PLEASE VISIT MY **PORTFOLIO** ON:  
**INSTAGRAM:** [HTTPS://WWW.INSTAGRAM.COM/VALE.MENDY.ART](https://www.instagram.com/VALE.MENDY.ART)  
**WEBSITE :** [HTTP://WWW.VALENTINAMENDICINO.COM](http://www.valentinamendicino.com)

★ THANKS FOR YOUR TIME ★