



Valentina Mendicino

UI DESIGNER ★ 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 GAME 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.
- ADDITIONAL EXPERIENCE AS: 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 & F2P GAMES, APPS DEVELOPMENT & AR APPS.

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 SENIOR GAME ARTIST

at INSTANT WIN GAMING - I-Games Creation, London, UK 2023)

- CONCEPTUALISING GAME IDEAS FOR NEW GAMES & PITCHES.
- CRAFTING METICULOUSLY DETAILED GAME ASSETS INCLUDING CHARACTER DESIGNS, SYMBOLS, BACKGROUNDS, UI ELEMENTS, LOGOS, AND ANIMATIONS FOR BOTH NEW I-GAMES AND RE-SKINS.
- UTILISING SPRITE SHEETS WITHIN OUR IN-HOUSE SOFTWARE (AKIN TO UNITY) TO BUILD GAME ASSETS, UI ELEMENTS AND ANIMATIONS.
- DESIGNING AND DELIVERING TOP-NOTCH MARKETING MATERIALS & ANIMATED BANNERS CATERING TO DIVERSE CLIENTELE.
- DEMONSTRATING EXCEPTIONAL TIME MANAGEMENT TO CONSISTENTLY MEET TIGHT DEADLINES.
- MAINTAINING WELL-ORGANIZED FILES, ENSURING EASY ACCESS FOR ALL TEAM MEMBERS.
- CONTRIBUTING TO GAME LOCALIZATION AND TRANSLATION EFFORTS TO ENHANCE USER EXPERIENCES WORLDWIDE
- TRACKING PROGRESS OF DAY-TO-DAY TASKS WITH JIRA/CONFLUENCE.

★ 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 PROGRESS OF DAY-TO-DAY TASKS USING JIRA/CONFLUENCE.
- MANAGING THE IMAGE LIBRARY AND CONTENT PLATFORM.



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**



★ **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.

★ **2D GAME ARTIST - 2D ANIMATOR**
at **ALTITUDE EDUCATION** - Educational Apps & Games (London, UK - 2014\2015)

- CREATION OF GAME ASSETS & UI DESIGNS FOR MOBILE GAMES & 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 .

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

BOARD GAME PUBLISHERS:

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

ADVERTISING CLIENTS::

TBWA ITALIA FOR ENI PETROLEUM (ROME, IT)
FERRERO & SOREMARTEC FOOD (ALBA, IT)
KINDER FERRERO (ALBA, IT)
TBWA SWISS FOR WANDER OVOMALTINE (CH)

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 ★