

Kathryn Mann

Art Director & Illustrator

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EXPERIENCE

Art Director *Shadow Factory* [Jan 2022 - Feb 2023](#)

- Prioritise, plan, and manage incoming projects with the design and marketing teams to problem solve, and deliver projects on aggressive deadlines
- Communicate a projects progress to internal and external stakeholders both online and in person
- Manage the electronic archiving of designs, design documents, production artwork, and game data/asset lists through industry standard procedures and record management tools (Miro, JIRA, Confluence, Gitlab)
- Develop and recommend new internal processes to improve design workflow
- Cater to the needs of specific projects and clients and overall production through studio-wide asset organisation and optimisation initiatives (asset pipelines, quality control, art guidelines)

Senior Visual Designer *Shadow Factory* [Mar 2018 - Jan 2022](#)

- Conceptualise and develop campaigns and artwork for a multiple of different mediums, both print and digital - including digital signage, interactive displays, websites, marketing and communication outputs, AR, VR, MR, storyboards, concept art, UI and UX and social media promo videos
- Creatively brainstorm, build and submit AR Filters for clients using Facebook's Spark AR Studio
- Engage with Facebook's platform leadership and represent the company in global conferences such as India's Spark AR Hackathon
- Develop and maintain branding, marketing material and pre-production visuals for internal and external projects including "Stupid Cupid" and "Hang up" for their release on Steam
- Promoted design and art thinking by initiating studio events such as bi-monthly Concept Art Workshops, and fortnightly Spark AR Highlights

Art Teacher *Art Loop* [May 2017 - March 2018](#)

- Teach history and skills in art, including drawing, painting, sculpting, ceramics, and photography
- Create regular semester curriculum, summer workshops and other developmental programs for ages 3 - Adult
- Coordinate and host art events in collaboration with the Affordable Art Fair, provide advice to guests and liaise with exhibition staff

Senior Game Artist *Pixio* [Sep 2015 - Feb 2017](#)

- Create character animations using keyframe sprite sheets
- Check all character animations on Unity for seamless animation
- Create new and maintain on-going themed event decorations and backgrounds (including animations) and perform QA testing to check their placements

Game Artist *Frenzoo* [Sep 2014 - Aug 2015](#)

- Provide high-quality 2D/3D art and concepts that conform to all engineering limitations and opportunities
- Collaborate with Game Designers in regards to the design of UI flow and function
- Provide clear feedback on external outsourcers in conjunction with management and development teams to ensure all art assets conform to best practices, technical requirements, style consistency and art direction
- Brainstorm new gameplay ideas or themes for new and current projects
- Work with focus group testers to determine game usability and design issues

References available upon request

SOFTWARE

Adobe Creative Suite (Photoshop, Illustrator, Indesign, XD, After Effects, Premiere Pro), Spark AR Studio, Substance Painter, Blender, Magicavoxel, Spine, Unity, Unreal

HIGHLIGHT PROJECTS

More examples available upon request

EXPERIENCES

[Clockenflap](#) *Shadow Factory Metaverse / Online Music Concert*

- Brainstorm and create concept art for each of the different themed environments/stages
- Create UI atlases that match the external Art Director's palette and aesthetic

[Christie's Viewing The Waterfall Animation](#) *Shadow Factory VFX*

- Paint 3D textures for the cliff-face and rocks, that matches the style of Zhang Daqian using Substance Painter
- Extract, retouch, format and optimise elements of the existing painting to import into Unreal Engine 4 and Adobe After Effects

[Singapore Airlines AR Colouring Book](#) *Shadow Factory Augmented Reality App & Book*

- Create a print-ready colouring book design ensuring that it fits the client's requests as well as all technical requirements for scanning/integration with the App

GAMES

[Stupid Cupid](#) *Shadow Factory VR Game*

- Creatively direct the design of the animals, props and objects
- Record and perform voices for idle, impact and success

[Hang Up](#) *Shadow Factory VR Game*

- Created during Global Game Jam, this involved collaboration with others as well as quickly picking up new programs such as Substance Painter and creating textures for 2D planes and 3D objects.
- Record and perform dialogue for the narration sections

[Tap Tap Trillionaire](#) *Pixio Mobile Game*

- Create different character concepts and develop the animation sprite sheets for approved ideas.
- Create app icons, screenshots, marketing material and social media images

COMICS

[Yoyo and the World's Coolest T-Shirt](#) *Redress Educational Comic Book*

- Liaise with client and suppliers on all aspects of the production, including obtaining and negotiating quotes for print costs, coordinating scheduling of production reviews, distribution as well as delivering the final work within budget and according to a timeline.
- Create all imagery, typography and graphics for the book and marketing material

[Ely](#) *Gestalt Comics Sci-Fi Comic*

- Illustrate a 48 page comic in time for an Oz Comic Con release

EDUCATION

Foundation Certificate Programme in Chinese as a Foreign/ Second Language (Cantonese)

Chinese University of Hong Kong (2017- 2019)

Bachelor of Arts (Humanities) in Photography and Illustration Curtin University (2010 - 2012)