



Sara Teramo aka **ConceptSARA** - MA Designer and Creative

London-based Italian Artist with unrestricted right to work in the UK (ILR) and the EU.

Work Fields: • **Concept Art**, • **Illustration**, • **Graphic Design**, • **Fine Art**

Specialities: • **CHARACTER DESIGN**, • **IDEA GENERATION**, • **PRESENTATION DESIGN**

- **ART SKILLS** Creative Ideation, Character Design, Concept Art, Concept Design, Visual Development, Digital and Traditional Illustration and Painting, Mural Painting, Art Installations **SHORT ART PORTFOLIO** www.conceptsara.com/portfolio
- **DESIGN SKILLS** Visual Research, Moodboards, Mock-Ups, Graphic Design, Product Design, Storyboarding, Visual Design, Brand Identity, UI, Pitch Design and Presentation **GRAPHIC DESIGN and PRESENTATION WORK** www.conceptsara.com/design

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WORK EXPERIENCE

- **CREATIVE, CONCEPT ARTIST, CHARACTER DESIGNER, ILLUSTRATOR and GRAPHIC DESIGNER, Freelancer** - London

January 2019 - Present

Specialties:

- **Ideation and Visualisation** for **Animation and Games**, especially **CHARACTER DESIGN**
- **Design and Art** for **Advertising**, print and online
- **Pitch and Presentation Design**, for internal and external presentations
- **Illustration** for **books** and **editorial**, plus **costume** illustration for Theatre and Film.

I also facilitate **creative activities and workshops** in London's museums, privately and for the mental health charity **MIND**.

My work was recently selected for exhibition at **Tate Modern** and showcased by **Procreate** at the **Barbican**, as well as used by **Manolo Blahnik**.

Delivered:

Brief Analysis, Brainstorming, Creative Consultancy, Research, Visual References, Moodboards, Exploratory Sketches, Character Sheets, Visual Development, Iterations, Colourways, Costuming, Material Call-outs, 3D Overpaints, Feedback Implementation, Renders, Model Packs, Pitch Designs and Story Bibles to inform everyone along the production pipeline.

I work in-house or remotely from my office in central London, equipped with the latest **Cintiq**, **iPad** and **VR** headsets.

- **WORK EXPERIENCE** at **INDUSTRIAL LIGHT & MAGIC-ILM**, motion picture, animation and VFX studio - London

May 2019

I was one of the two work experiences selected by ILM London in May 2019. It was an intense work-shadowing placement and a unique perspective in the Film and TV pipelines of projects under the **Star Wars** and other **Disney** IPs. I was especially delighted to receive insights on **Character Design**, **Concept Art** and **Visual Research** directly from Concept Artists within the prestigious **ILM Art Department!**

- **CHARACTER CONCEPT ART and GRAPHIC DESIGN SECONDEE** at **FRAMESTORE**, film, animation and VFX studio - London

June 2017 - December 2018

I secured a position in the competitive Framestore's runners' development program across both the **Films and Integrated Advertising departments** and became a Staff Awards Winner (Autumn 2017).

I worked with Creative Directors delivering **Character Concept Sketches and Illustrations** for their pitches (**shows, films, VR, AR**). I also helped them with **Visual Research, Presentation and Graphic Design**. I demonstrated creative initiative and teamwork, plus the ability to follow instructions and meet tight deadlines. I won *Design Credits* like the Funding Circle advert that aired on National Television and was on placards nationwide.

- **LEAD DESIGNER/ART DIRECTOR and ILLUSTRATOR** at **JFDP Labs** and **Madrugaworks**, Games and Apps Studios - London

March 2014 - April 2017

I was the in-house Art Director and Senior Designer responsible for the **2D Art, Graphic Design, UI and Pitch Presentations** for the companies' **Apps, Video Games, VR and XR projects**. Our apps were bought by **Samsung** and native to their new phones, and our games were best-sellers on **Steam**.

I was also commissioned to paint character design-inspired murals to decorate our company premises.

- **FREELANCE DESIGNER and ILLUSTRATOR** for **Theatre** and **Advertising** companies - London, New York and Berlin

February 2010- March 2014

I'm especially proud of the **advertising** campaign I designed for the **Royal Albert Hall** in **London**, and of getting my hands dirty with set design at **Sets By Sara** in **New York**, as well as working for **FEZ Berlin**, Europe's biggest youth theatre.

- **DESIGN Intern** at **KARIM RASHID Inc.**, award-winning Design Studio - New York

August 2009 - January 2010

Within this multi-award-winning Design Studio, I developed high-end product and interior designs. I also used my Graphic Design skills for their pitch documents, and my language skills when liaising with international clients. Several of my designs were selected for production.

- **DESIGNER and ILLUSTRATOR** for **Interior, Product** and **Fashion** Design Studios - Berlin

Sept 2005 - July 2009

Some studios I worked with: **COORDINATION Interior Design**, **MARTINI, MAYER Product Design**, **BLESS Fashion Design**, **ACUD Theater**.

UNIVERSITY DEGREE

- **Design MA** at the **Berlin University of the Arts** - UdK Universität der Künste, the most selective University in Germany
in-person in Berlin DE - Design and Applied Arts MASTER's Degree curriculum
- **Design Exchange Student** at the **University of the Arts London UAL** - Central Saint Martins College of Art and Design
in-person in London UK - Product Design University curriculum, **bursary winner**
- **Design BA** equivalent at the **Polytechnic University of Milan** - Politecnico di Milano
in-person in Milan IT - Industrial Design and Visual Communication University curriculum



SPECIALISATION COURSES

- **CHARACTER DESIGN PRO and CONCEPT ART for Films, Animation and Games** at **ESCAPE STUDIOS Pearson College London, UK**
in-person in London - Certified Courses and Workshops, with Andrea Torrejon (Disney TV, Rovio) and other top industry professionals
- **CHARACTER DESIGN for Video Games** at **CAL ARTS California Institute of the Arts, US**
online - Certified Course, with Fran Krause and A. Ristaino (Cartoon Network), J. K. Jiang (Disney) and Robertryan Cory (Cartoon Network and Disney +)
- **CHARACTER DESIGN for Animated Feature Films 'Collaging Life'** at **VIEW CONFERENCE in Turin, IT**
in-person in Turin - Intimate Workshop, with Deanna Marsigliese (Disney - Pixar Feature Character Art Director)
- **CHARACTER DESIGN, VISUAL DEVELOPMENT and ILLUSTRATION for Films and Animation** at **La Galeria Roja Centre for Art Studies & Gallery, ES**
in-person in Seville and online - Certified Atelier Workshops, with lead Marvel Concept Artist Karla Ortiz (Marvel, ILM, Ubisoft, etc.), Sam Nassour (Disney, Netflix, Nexus Studios, Blue Zoo) and James A. Castillo (Sony, Illumination, Passion Pictures, Axis)
- **CHARACTER DESIGN, CONCEPT ART, VISUAL DEVELOPMENT and STORYBOARDING for Animation** at **Schoolism Digital Art School**
in-person in Berlin and online - Workshops and Courses, with Daniel Arriaga (Disney, Pixar), Victoria Ying (Disney), Loish (Guerrilla Games, Lego), Ronnie Del Carmen (Disney, Dreamworks, Sony) and many more
- **ILLUSTRATION and VISUAL STORYTELLING for the Editorial and Publishing Industry** at **SVA NYC School of Visual Art New York, US**
in-person in New York - International Studio Residency with Final Public Exhibition in Manhattan, with Creative Director Paul Buckley (Penguin), Artist Viktor Koen (NYTimes, Wall Street Journal), Artist Andrea Tsurumi (NYTimes)
- **CHARACTER DESIGN and STORYBOARDING for Animation and Stop Motion** at **Aardman Academy Industry Training by Aardman, UK**
online - Live Course via Zoom, with Sylvia Bull (Titan Comics, Aardman) and Sam Norton (Blue Zoo, Funko, Aardman)
- **COSTUME DESIGN, SET DESIGN and STORYBOARDING for Theater and Film** at **UAL Central Saint Martins College of Art and Design, London, UK**
in-person in London - Certified Course, with Gary Thorne (The Royal Academy of Dramatic Art) and Stephen Brown (The Royal College of Art)

SOFTWARE

- **2D for Art, Design and Presentation** *Expert-Level* Adobe Creative Cloud **Photoshop, Illustrator, Indesign** etc. on **PC, Mac** and **Cintiq** (20 years)
- **2D for Art, Sketches and Concepts** *Expert-Level* **Procreate** on **iPad Pro** (6+ years)
- **INTERNAL and EXTERNAL PRESENTATIONS** *High-Level* **PowerPoint**, Keynote, Slides, Wix editor and Creative Cloud
- **3D, primarily as a base for 2D Art and Overpainting** *Basic-Level* Maya, Sketch Up and *Beginner-level* Blender, Zbrush, Unity and Unreal.
- **VR** *Basic-Level* Quill and Oculus Medium
- **VIDEO EDITING** *Medium-Level* iMovie, Video Editor, *Basic-Level* Adobe Premiere, Final Cut,
- **MANAGEMENT TOOLS** *High-Level* Google Drive, Docs, Sheets, Teams, MS Office, Word, Excel, Trello, Slack, Discord, Outlook etc.
plus *Medium-Level* Perforce and *Beginner-Level* Shotgun.

LANGUAGES

- **ITALIAN** native
- **ENGLISH** fluent • **GERMAN** fluent
- **SPANISH** conversational • **FRENCH** basic

INTERESTS and HOBBIES

Art Exhibitions (attending and participating), **Fashion and Trends** (knowing and breaking), **Museums** (discovering and organising tours), **Musicals** (seeing and singing), **Theatre** (going and performing) and **Rock Music** (enjoying and singing in a band myself)