



# Sara Teramo aka **ConceptSara** - CV

## Character Design, Concept Art, Illustration, Presentation & Graphic Design

UK-based **MULTIDISCIPLINARY CREATIVE** with unrestricted right to work in the UK (ILR approved) and the EU  
**Character and Concept Designer** with senior **Product and Graphic Design** experience.



**ART SKILLS** Creative, Character Design, Concept Art, Concept Design, Visual Development, Sketching, Digital Painting, Illustration  
**SHORT ART PORTFOLIO** via QR code or <https://www.conceptsara.com/portfolio>

**DESIGN SKILLS** Graphic Design, Research Work, Moodboards, Pitch Design and Presentation, Promotional Artwork, Storyboarding  
**GRAPHIC DESIGN and PRESENTATION WORK** <https://www.conceptsara.com/design>

**FULL WEBSITE** <https://www.conceptsara.com> **LINKEDIN** [www.linkedin.com/in/sarateramo](http://www.linkedin.com/in/sarateramo) **EMAIL** [sara@conceptsara.com](mailto:sara@conceptsara.com)  
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## WORK EXPERIENCE

### ● **CHARACTER DESIGNER, CONCEPT ARTIST, ILLUSTRATOR + PRESENTATION and GRAPHIC DESIGNER, FREELANCER** - London *January 2019 - Present*

My speciality is **Character Design for Animation and Games** and the **Presentation and Pitch Design** associated with them, as I'm also a senior **Graphic Designer**. I am also versed in **editorial and book Illustration**, and **costume illustration** for Theatre and Film. Moreover, I help **lead creative activities and workshops** in London's museums for the mental health charity **MIND**, and collaborate with various galleries. My work was selected for exhibition at **Tate Modern** and showcased by **Procreate** at the Barbican.

Skills: Brief Analysis, Brainstorming, Research, References Collection, Moodboards Preparation, Exploratory Sketches, Iterations, Character Sheets, Visual Development, Colourways, Costuming, Material Call-outs, 3D Overpaints, Feedback Implementation, Painted Renders, Pitch Design, Model Packs and Story Bible Preparation to inform the work of everyone along the production pipeline: 3D modellers, riggers, animators, composers, texture and VFX artists. 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** - London *May 2019*

I was one of the two work experiences welcomed at 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's Art Department!

### ● **CHARACTER CONCEPT ART and PITCH DESIGN SECONDEE at FRAMESTORE** - London *June 2017 - December 2018*

I decided to specialise in character design and concept art, so I secured a position in the competitive Framestore's runners' development program. I helped both the **Films and the Integrated Advertising departments** and became a Staff Awards Winner (Autumn 2017).

I earned the chance to work directly with Framestore's Creative Directors to deliver **Character Concept Sketches and Illustrations** for their projects, plus help them with **Visual Research, Pitch Design** and other internal and external **communication material**.

I demonstrated creative initiative as well as teamwork and the ability to follow instructions and meet tight deadlines, collaborating on VR and AR projects, as well as winning Design Credits like the Funding Circle advert that aired on TV and was on placards nationwide.

They also gave me access to specialist courses in Character Design and Concept Art that I could attend at Escape Studios in central London, as well as internal workshops in Cinematography, Presentation Skills, Human Anatomy, Animal Anatomy and Clay Sculpting.

### ● **LEAD SENIOR DESIGNER/ART DIRECTOR and ILLUSTRATOR at JFDP Labs and Madrugaworks** - London *March 2014 - April 2017*

I was the in-house Art Director and Designer responsible for the **2D Art, Graphic Design, UI and Pitch Presentations** for the companies' **Apps, Video Games, VR and XR projects**. Our creative apps were bought by Samsung, 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** - London, New York and Berlin *February 2010- March 2014*

I'm especially proud of the **advertising** campaign I designed and executed for the **Royal Albert Hall** in London, and of getting my hands dirty with actual 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. NEW YORK** - New York *August 2009 - January 2010*

Within this **award-winning Design Studio** team, we developed high-end product design pitches for international manufacturers and several of my designs were selected for production worldwide.

### ● **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**, 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* - Design and Applied Arts Master 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* -- Product Design University curriculum, bursary winner
- **Design BA equivalent** at the **Polytechnic University of Milan Politecnico di Milano**  
*in-person in Milan* - Industrial Design and Visual Communication University curriculum

## SPECIALISATION COURSES

- **CHARACTER DESIGN PRO and CONCEPT ART for the Animation Industry** 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 and CONCEPT ART for the Games and Animation Industry** at **CAL ARTS California Institute of the Arts, US**  
*online* - Specialization Course with Certificate  
Led by Fran Krause with 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** at **La Galeria Roja Center for Art Studies and Gallery, Spain**  
*in-person in Seville and online* - Intimate Atelier Workshops and online lessons with Certificate  
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 STORY for Animated Feature Films** at **Schoolism Digital Art School**  
*in-person in Europe and online* - Live Workshops and Specialisation Courses  
With Arriaga (Disney, Pixar), Victoria Ying (Disney), Loish (Guerrilla Games, Lego), 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** at **Aardman Academy Industry Training by Aardman Animations, 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* - Professional Course with Certificate  
With Gary Thorne (The Royal Academy of Dramatic Art - RADA) and Stephen Brown (The Royal College of Art - RCA)

## MAIN SOFTWARE

- **2D Art, Design and Presentation** *Expert-Level* Adobe Creative Cloud Photoshop, Illustrator, Indesign etc. on PC and Cintiq (15+ years experience)
- **2D Art, Sketches and Concepts** *Expert-Level* Procreate on iPad Pro (5+ years)

## SUPPORTING SOFTWARE

- **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,  
plus *Medium-Level* Perforce and *Beginner-Level* Shotgun.

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