



Serina Shek
Motion Graphic Designer
& Character Animator

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Personal Profile

I am a multi-disciplined creative designer and animator with 2 years experience in broadcast production. My skills range from; concept design, character animation, brand identity, creating Idents, through to advertising and website designs.

I would describe myself as having a passionate, positive thinking & imaginative personality. I am creative, enthusiastic, flexible and work at the best of my ability as part of a team and individually. I enjoy incorporating traditional and digital techniques in my work, according to the latest trends and ideas.

Software Skills

After Effects, Photoshop, Illustrator, Flash, Premiere, InDesign, Maya.
Other software I have used to animate is XSI SoftImage & 3d Studio Max.

Employment

Aspect Ltd UK – Contract: Show Designer
April 2008 – September 2008

In the live events production agency, my main tasks were to provide graphics, develop ideas and designs for pitches and if successful, carry out the job to a high finish. It involved logo designs and theme development for sets, screen, print, web, and producing opening title animations in house and for corporate events.

Client list:

American Express, Alliance & Leicester, Abbey, Balfour Beatty, Bayer & Schering, Barclays, Camelot, Dimension Data and other prominent companies.

CSC Media Group - Designer & Animator
October 2006-March 2008

At CSC Media Group I was responsible for developing, designing and animating the brands for several television channels. This meant, creating a new brand identity, the visuals, Idents, Interstitials, logos, Bugs & Straps, from scratch for each channel. I worked closely together with the brand managers and delivered on time to editors in the company. I successfully integrated 3D rendered animation with 2D graphics to create the look feel each brand manager was after. Other tasks were storyboarding, character lip syncing with library animations, creating artwork for print and animating corporate advertisements.

Channels worked on:

NME TV, PopGirl TV, Bliss TV, Flaunt TV, Pop TV, Tiny Pop TV, Scuzz TV

Experiences

Storyboards Harpers Ltd February 2004
Work Placement creating storyboards for commercials

NB: Studio – London Advertising May 2004
Joint Venture – Create new identity and advertising

Education

2005-2006 Central Saint Martins, University of the Arts
Postgraduate Diploma in Character Animation: Grade: Pass

2002-2005 The University College for the Creative Arts
(formerly Surrey Institute of Art & Design)
BA (Honours) Visual Communications in Graphic Design: Grade: 2.1

2001-2002 Manchester Metropolitan University
BTEC foundation in Art & Design: Grade: Merit

1999-2001 City of Sunderland College
A Levels: Art, Sociology, Drama

Short Courses

2008 Screenwriting Course
Central Saint Martins, University of the Arts

2005 Forensic Science
Teeside University

Interests

I am a proactive person that likes to do outdoor sports and activities. I enjoy travelling far and wide, going to museums and art galleries as well as appreciating the visual arts. I like to do clay animation on the side, painting on canvas and do screenwriting as a hobby. Also, learn new language skills like Dutch and Mandarin. As for relaxation, I love baking and cooking, look at visual magazines, comics and books.

References

Available on Request

