



VIOLA MASSARENTI

Visual Development Artist & Illustrator

• DETAILS •

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• SKILLS •

Visual Development

Color & Lightning

Character Design

Background Art

Art Direction

Illustration

Storyboard

Photoshop

Traditional Art

• LANGUAGES •

English

Italian

• HOBBIES •

Dancing, Reading, Watching Movies
Spending time in open air and
Eating



PROFILE

My professional background comes from children illustration and even when design a game I still love to tell stories for kids, toddlers up to young adults. I take part to the creative design of interactive stories from concept to final artwork, leading the visual development for giving the user the best experience according to the age target. Therefore I'm happy creating Character Design and Backgrounds, Storyboards, Character poses and k-frames.



JOB EXPERIENCE

Visual Development & Color Artist - MAAW Illustration - Rome, Italy

March 2018 - Present

Color artist of both GN and CSAP for Disney Publishing productions, such as *Ralph breaks the Internet* and *Frozen*.

Visual Development Artist for inner children's book projects of the studio.

Visual Development & Game Artist - MagisterApp - Modena, Italy

September 2016 - Present

Responsible of the design of the game, the storyline and interactions with a feel for the user experience according to the age target .

Searching for the more suitable visual style, designing characters, backgrounds and giving directions to the rest of the team for a coherent result.

Art Director - OTATAA - Zug, Switzerland

January 2014 - September 2016

Working closely to the Creative director for developing stories into games.

Create the characters and concepts for the game in the more suitable style according to the age target. Giving directions to animators and artists to produce final artwork. Involved in more than 15 projects in production of the Company.

Character Design & Background Artist - OTATAA - Hamburg, Germany

July 2013 - January 2014

Create the art from concept to final under the direction of the Art and Creative directors. Responsible of the preproduction of the approved characters for animators by making poses, k-frames, and tournarounds.

Freelance Artist - Artefice - Milan, Italy

May 2013 - Present

Produce concepts, character design, storyboards and final illustrations under the directions of the Art Director for Advertising campaign for clients such as Ferrero, Nutella, TicTac, Findus, Motta, Loaker, Danone and more.

Freelance Illustrator - Children's Book Publishing Houses

April 2011 - Present

Illustrator for publishing Houses such as Rusconi, Gemser, Macro Junior, DeAgostini, Giunti, Tessloff. Medium was both traditional art and Digital, according to client's need.

EDUCATION

● Master in Children's Book Illustration - Florence, Italy

October 2010 - April 2011

Developing skills and traditional techniques in children illustration field by working in InkLink Studio in Florence.

● Accademia Comics - Florence, Italy

October 2007 - July 2010

Learning digital and traditional techniques for fiction and non-fiction illustration. Developing storytelling skills, anatomy, perspective with life drawing and fantasy projects.

● Visual Arts and Theatre, IUAV - Venice, Italy

October 2004 - September 2007

Beachelor in Visual Arts and Theatre, Theses on Scenography realized for the theatre piece "Butemo le burla da banda e parlemo sul sodo", part of Biennale Teatro of the city of Venice.

Main courses where on fine arts, video editing, set design and labs.

EXTRACT PORTFOLIO

