

Lucy Crewe

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Self-motivated, imaginative animation artist with over 6 years experience in digital content creation, writing and directing short films, collaborating with other practitioners and building relationships

SKILLS

- Mastery of 12 principles of animation, expressing emotional, powerful messages in as many or as few sequential drawings as possible • A flair for drawing and editing to a soundtrack
- Crafting ideas from storyboards, animatics to final cut • Excellent written, verbal and networking skills • Able to work independently and efficiently • Quickly sketching from life to capture weight and motion • Eye for detail

SOFTWARE PROFICIENCY

Toon Boom Harmony • Photoshop • Motion • After Effects • ProCreate • Word • Maya

PROFESSIONAL EXPERIENCE

Creative Cat FX - freelancer (2013-present)

- Managing a business, taking on a variety of projects and selling products at Redbubble
- Single handedly produced on-spec trailer/idents which generated 10k+ YouTube views
- Working jointly with design agency Peinto to improve portfolio website's layout, device responsiveness and user experience

Chilly Mr Penguin ft. David Blazye - animator and director (Sept-Dec 2018)

- Shaped audio/lyrics of a song into a delightful Christmas-themed music video for children, leading to more collaborations with producer and musicians
- Bringing to life characters with humour and pathos, a sense of warmth to backgrounds with FX
- Translating rough thumbnails into cleaned-up, full colour animation

BBC Studios (formerly Worldwide) - animator and guest contributor (Feb-March 2017)

- Cooperating closely with the Doctor Who Fan Show producers to deliver an entertaining, informative interview plus a short animated piece, on brief and on time
- Keeping team informed on work in progress, promptly answering calls/emails, complying with constructive feedback
- Reaching target audience through an effective social media strategy

Develop-Insite CIC and rethinkyourmind - motion graphics artist (Sep 2012-present)

- Visually communicating to a wider audience about positive wellbeing resources
- Describing physiological responses with simple, clear instructions in bespoke explainer videos
- Assembling project templates for competition announcements every 2 years

EDUCATION

MA Design Innovation - De Montfort University, Leicester (2010-2012)

2:1 BA (Hons) Animation Design - DMU, Leicester (2007-2010)

TRAINING

- Achieve Programme, Strategic Career Management - Pearson College, London (2017)
- Prince's Trust Explore Enterprise - De Montfort University, Leicester (2013)
- 3D Animation Summer Mentoring with Michael Morgan, Skype (2013)

VOLUNTEERING EXPERIENCE

Moon Man Charity Zine - artist (Jan-March 2019)

Illustrating 3 pages of artwork, among a team of 29 to benefit the Glasgow School of Art

Blogtor Who - contributor (Jan-April 2016)

Composing copy and art submitted to chief editor on a daily/weekly basis, while sourcing information online, in print or at events, increasing user engagement

Animated Women UK - logo designer (Jan 2014-present)

Adhered to brand guidelines for impactful logo used on marketing materials, helped put organisation on the radar, supporting and encouraging women working in VFX and animation

EXHIBITION and PUBLICATIONS

2018

DWM Special 50 - The World of Doctor Who - Doctor Who Magazine, August

Doctor Who: A New Dawn Fan Art Display - BBC Worldwide Showcase, Liverpool, February

2017

BBC America fan tribute video - New York Comic Con, USA, October

Commission the audience: tap into their creativity - YLE Media Digital Summit, Helsinki, June

Who Tube (month's pick of Who-related videos) - Doctor Who Magazine, March

Doctor Who: The Fan Show - BBC YouTube Channel, March

2015

Artist spotlight - Skwigly Online Animation Magazine, August

BBC America Fan Art Showcase - San Diego Comic-Con International, CA, July

2014

Animated Women UK MPC Showcase - Moving Picture Company, London, January

ACCOLADES

Finalist - Leicester for Business Annual Awards (2014)

Finalist - CEO Business Venture Competition (2013)