

Willow Stone | Digital Artist

 Greensboro, North Carolina

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Professional Profile

Versatile Digital Artist with experience in graphic design, 3D modeling and animation, and photorealistic digital illustration. Proven ability to translate concept sketches into expressive 3D characters with a full range of emotions and mechanics. Responsive communicator who accepts feedback openly and implements changes rapidly to deliver products that exceed all original expectations. Passionate and inventive creator of innovative marketing strategies and campaigns, with an award-winning portfolio available for viewing at www.portfolio.willowstone.com.

Core Skills

- Digital illustration
- Freeland drawing
- Visual storytelling
- 2D & 3D animation
- Graphic design
- Digital composites
- Sequential drawing & storyboards
- Concept drawings & renderings
- Creative development
- Adobe Creative Suite, Maya, Corel

Career Summary

May 2018 - Present

HGC Graphix, Greensboro, NC
Digital Artist

Outline

Working for a leading graphic design studio in Greenboro, NC, creating eye-catching digital art for marketing materials including brochures, ads, websites, and social media posts, providing direction on the style and content as required.

Key Responsibilities

- Manage and coordinate graphic design projects from concept through to completion, ensuring they are completed on time and within budget
- Collaborate with clients to develop creative concepts that meet their objectives
- Create and conduct highly persuasive, high quality graphic projects which exceed all expectations
- Translate concepts into designs that are aesthetically pleasing and on-brand
- Create engaging visuals that convey the client's story
- Use color theory, typography, composition principles and visual hierarchy to communicate brand messages effectively through design

Key Achievements

- Developed marketing tools which significantly increased the corporate revenue stream and increased the client base by 20%.
- Led a team of artists, animators, and digital designers to create digital assets for a global media expo.

Sep 2014 - May 2018

Freelance, Greensboro, NC
Digital Artist

Outline

Freelance Digital Artist working with clients across Greenboro to create 3D animations, logos, textures and marketing materials.

Key Responsibilities

- Designed independent digital imagery for different projects using Adobe Creative Suite, Maya, and Corel
- Designed complex graphics and animations for 2D and 3D computer games, including using models to copy the behavior of animated objects in the finished sequence