

Professional practice portfolio

Kate Pasterfield: 2004684

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This document collates the professional resources I anticipate using in the 12 months following graduation.

As I redirect my career, I am exploring opportunities that balance my interests, newfound skills, and expertise, with the realities of earning a living. These are the avenues I am pursuing:

1. **Freelance.** Drawing on existing skills to provide paid work.
2. **Full time work.** Considering select opportunities in Creative Direction or Innovation roles to expand my breadth of experience.
3. **Skill-building.** I've found a real love for 3D this year, and I want to continue to develop my technical capabilities via a time-boxed apprenticeship.
4. **The startup, Wonderville.** I want to dedicate time to organically growing my own studio, kick-started by the production of VR film Wordfall, for which I will apply for funding.

Here are materials that I can draw upon to support each endeavour.

Avenues:

FREELANCE

FULL TIME WORK

SKILL BUILDING

STARTUP

Resources for freelancing.

I plan to work with existing clients and not take on new ones in the digital learning space, meaning my resources relate to specific events.

Speaker bio & headshot:

“A co-founder of Sponge, Kate Pasterfield has 17 years’ experience in the digital learning industry, and has held senior creative, innovation, and learning strategy roles. She has contributed to the company's numerous awards for learning and was awarded gold Learning Technologies Designer of the year in 2016 and Learning Professional of the Year in 2017. She is currently a learning strategy consultant with digital learning company, Sponge.”

Opportunity

I will be speaking at the Learning Technologies conference, London, 9/10 Feb 2022, on behalf of Sponge.



Headshot

Resources for 3D apprenticeships.

These opportunities offer the chance to learn, targeting aspiring 3D artists with no industry experience. They want to see some modelling aptitude in the form of a reel or portfolio.

Portfolio

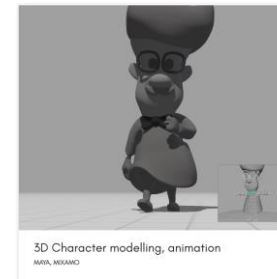
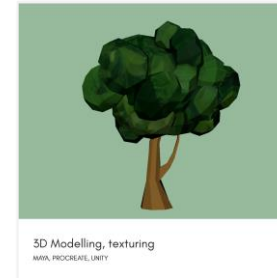
I've made a 'microfolio' PDF to showcase my 3D work via email and share on LinkedIn: <https://tinyurl.com/yc62azfn>

Twitter

I've been posting examples of my modelling on Twitter as it's great for adding images / videos of work in progress:
<https://twitter.com/KPasterfield>

Opportunities

- [Blue Zoo](#) wintership in 3D modelling for 4 weeks
- Self-initiated opportunity with [Engine House](#)



Resources for full time jobs.

Playing at strategy and director level, these roles require depth of experience and a clear articulation of the value I can bring.

CV

I have created a one-page CV, right, that can be quickly tailored to each opportunity: <https://tinyurl.com/yzxz5ab2>

LinkedIn

Updated my profile: <https://www.linkedin.com/in/katepasterfield/>

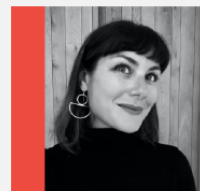
Website

I created a personal site to reflect my experience and send out selectively due to confidentiality of commercial work:

www.katepasterfield.com

Opportunities

- Meta, [FRL Creative Director](#)
- Frog, [Innovation Director](#)
- Wolff Olins, [Creative Director](#)



Kate Pasterfield

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Award-winning creative leader, immersive director, and co-founder of digital learning agency (sold in 2019). Now seeking opportunities to evolve my career to direct the next generation of innovative XR products.

EMPLOYMENT

FREELANCE CONSULTANT Jan 2021 – present	<ul style="list-style-type: none">• Strategic and tactical consultancy to global clients in virtual reality and digital learning
HEAD OF STRATEGY Sponge. June 2020–Dec 2020	<ul style="list-style-type: none">• Defined strategic learning approach & good practice• Developed insight-led value propositions• Led company rebrand
HEAD OF INNOVATION Sponge. Sept 2016 – June 2020	<ul style="list-style-type: none">• Hired and led a team to prototype digital products: VR, AR, interactive video, & mobile games• Designed and won creative projects for IKEA, PMI, Lexus, Novo Nordisk, Royal Mail• Led stakeholder workshops using HCD methods• Won Learning Technologies Designer of the Year (2016) & Learning Professional of the Year (2017)• Member of senior leadership team in high growth company (from £2m – £7.5m TO)• Speaker at conferences in US and UK
CREATIVE DIRECTOR / SALES & SOLUTION CONSULTANT Sponge Dec 2010 – Sept 2016	<ul style="list-style-type: none">• Defined creative solutions, oversaw XF teams: design, animation, scripting, technical development• Directed award-winning campaigns: Axa, &Tesco• Gained new clients: Google, Capita, GSK, Toyota, OgilvyOne, Tesco (project values c.£40k – £300k)• Led product development and sourced funding for cloud-based Learning Platform

STRENGTHS

Idea generation, compelling communication, team mobilization, creative rigour, technical literacy, and a strong desire to succeed on a global stage, with the work ethic to match.

TOOLS

Proficient: Office 365, Google Suite, Miro, Trello, Procreate. Beginner: Maya, Unity, Adobe Photoshop, Illustrator, Substance, C4D, Blender, Mixamo, Reaper, Quill.

EDUCATION

UWE Bristol
Falmouth University
Ravensbourne University

MA in Virtual & Extended Realities, 2021
MBA in Creative Leadership (Distinction), 2014
BA Fashion Design (1st), 2004

Resources for startup, Wonderville.

I have defined the vision, structure, IP position, and brand materials for Wonderville, and identified potential funding sources for the first film, Wordfall.

Vision

Our vision is to bring wonder to entertainment, learning, and connection, by blending the powers of real-time technology with heartfelt, animated storytelling.

Who we are

We're a startup collective of imaginative, joyfully curious creatives making immersive experiences for mixed, augmented, and virtual reality.

Anticipated roles

Kate Pasterfield, Founder and Creative Director. Subject to funding, I will assemble a team to work on the full project. (See roles and [budget estimates here](#)).

IP position

I've been advised to register two Ltd companies; a holding company for the IP for the films, and a trading company for the work to run through. This protects the IP if anything should happen to the trading company.

Funding opportunities:

- [Epic Megagrants](#)
- [Media Futures](#)
- [nDreams VR Developers Fund](#)

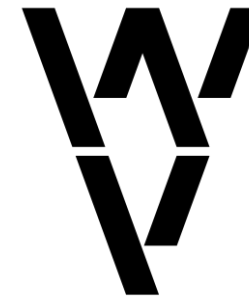
Resources for startup, Wonderville

Logo and icon

I've researched other brands in the industry and developed a logo to stand alongside them, shoulder to shoulder.



Brand research



wonderville

Logotype and icon

Business cards

Multiple variations of the business card backs have been created to reinforce the joy of the brand.

Colours are candy pinks, yellows and periwinkle, offsetting the strong triangle made by the WV icon.

These have been printed on 600gsm with a magenta edge paint to have a high-quality feel.



Website

I've built the website to demonstrate the brand characteristics: playful, witty, warm, creative; and to showcase projects to potential investors.

Visit it here:

www.studiowonderville.com



WONDERVILLE

Immersive story studio.

**Story shakers, risk takers,
heart racers, play makers.**

Welcome to Wonderville!

A startup collective of imaginative, joyfully curious creatives making immersive experiences for mixed, augmented, and virtual reality.