

# Pranida Ratarasan

Concept artist/ Visual Development artist/ Illustrator

## SUMMARY

I am a creative visual development artist with a passion for character design, illustration, environmental design, and production art. I am proficient in Photoshop, Illustrator, Procreate, Blender, Maya, and I have broad knowledge of anatomy and volumetric drawing. I also have experience in music video, advertising, game and mascot design with large entertainment studios, including Netflix, Cartoon Network, Nintendo Switch, etc.

## WORKING EXPERIENCE

### The Monk Studios

Visual Development Artist

Bangkok, Thailand

September 2020 – Present

- Adapted visual designs to make them suitable for 2D animation and to match with their environments for Cartoon Network asia.
- Researched and gathered information to create appropriate designs related to Indian culture to pitch at Disney Television Animation.
- Set team goals to maintain a proper pace of work.
- Developed assets and concept art to accelerate workflow for Netflix Original Series.

### Igloo Studio

Senior Visual Development Artist

Bangkok, Thailand

October 2019 - August 2020

- Executed character designs with toon shading techniques in the 3D model and anime style for President Bakery Public Company Limited, which reached 2.1 million views on youtube.
- Generated art styles in 3 projects and 1 teaser video for child cartoons.
- Managed 5 workers and conducted 2D art concepts for 2 music videos that reached 2.4 million views on Youtube
- Translated directors' ideas into drawing in order to bring characters to life.

Visual Development Artist

January 2017 – October 2019

- Designed character personality, movement, attributes, performance and various expressions for Bounty Brawl Game to make each character unique.
- Produced outstanding and memorable main characters for an internal project.

## ACHIEVEMENT

- The winner of Character design challenge, Character Design Challenge Group, 2019
- Character Licensing Workshop, Bangkok Thailand, 2018
- Asia Digital Art Award Fukuoka The Winner from Character Design, Fukuoka Japan, 2017
- Degree shows, Bangkok Thailand, 2016
- The 20th Shortfilms and Video Festival, Bangkok Thailand, 2016

## Skills

Illustration

Concept Art

Visual Development design

Character Design

Environment design

Entertainment design

## Programs

Photoshop

Illustrator

Zbrush

Blender

procreate

## Education

Bachelor Degree June 2016  
(Top 1 Nationally in Art)

Visual communication design  
Decorative art  
Silpakorn University  
Honors: Second Class Honors  
(GPA: 3.96)

## CONTACT

✉ [pranida.ratarasan@gmail.com](mailto:pranida.ratarasan@gmail.com)

🌐 [pranidaportfolio.com](http://pranidaportfolio.com)

in [pranida-rat](#)

🎮 [pranida-rat](#)