



Aina Serra



Aina Serra Olivella

# Aina Serra

VISUAL DEVELOPMENT / CONCEPT ART / ILLUSTRATION

ainaserra.art | ainaserra.art@gmail.com

## SKILLS

### Technical

Background Design, Background Paint, Character Design, Composition, Perspective, Anatomy, 3D modeling, Texturing

### Software

Maya, Blender, Photoshop, Procreate, Zbrush, Nuke, Substance Painter, Clip Studio Paint, Illustrator, Microsoft Office, Figma

### Personal

Flexible, Collaborative, Communicative, Teamwork, Versatile, Trained in all production pipeline steps, Quick learner

## EDUCATION

OCT 2025 / JUNE 2026

Character Design Masters Degree

Barcelona, Spain

ECIB

GEN 2020 / JUNE 2024

Animation/VFX degree

Barcelona, Spain

La Salle URL

## EXPERIENCE

Visual Design & Illustration Internship LUMINOCITY FESTIVAL

[10/2025-12/2025]

- Developed and designed attractions and full theme Park concepts and layout.
- Worked on the design of park installations and development of immersive pop up attractions.

Concept Art Internship, Visual Development SLUMBER PARTY GAMES

[01/12/23-30-03-24]

- Designed characters and established the visual aesthetic for a beta horror video game.
- Created backgrounds, level designs, and final assets for the project.
- Assisted in refining character designs to align with the game's artistic direction.

## UNIVERSITY PROJECTS

Art Director, Concept artist, Background "Beyond The Grave" ONYON STUDIOS Artist

[07/08/2022-PRESENT]

- Contributed to early production stages and established the visual style for the teaser..
- Led the artistic direction, ensuring a cohesive and polished visual style.
- Created final backgrounds and supervised asset development.
- Redesigned and polished characters.

Concept artist, Visual Development, Color "Baile con la Muerte" BROODERLAB Script, Matte Painting, Art Direction

[2022-2024]

- Art directed the early stages of the film, guiding the team towards a specific aesthetic and overall idea
- Did part of the early and final character design for the short film and matte paintings.

## ADDITIONAL INFORMATION

Native in Spanish & Catalan, Proficient in English

Fully prepared and eager to relocate for opportunities in the animation industry



[Portfolio](#)



[ainaserra.art](#)



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