

# 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 LUMINO CITY 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](#)



Aina Serra



Aina Serra Olivella

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