



# Erica Lee

CONCEPT ARTIST AND ILLUSTRATOR

Los Angeles, CA   erica@ericalee.cc   626 376 3577

[ericalee.cc](http://ericalee.cc)

## Who Am I?

Versatile professional artist that loves creating concept art and unique illustrations to depict the mundane to the fantastical.

Enjoys the collaborative process of taking a project from start to finish.

Avid consumer of pop culture.

## Experience

### Illustrator (September 2020 - Present)

#### Bentkey Ventures - Full Time

- Is primary illustrator for a Bentkey client working with two other artists designing backgrounds and environments, props, and characters for animated videos
- Currently have 13 videos published on YouTube with an average of 1 million views and several in various production stages
- Simultaneously managed 3+ production pipelines while collaborating with other illustrators
- Work with production leadership to breakdown video script, maintain style consistency and quality of content throughout the production process while being sole editor for illustration content revisions, style-checking and editing
- Created an illustration style for a clean, hand-drawn look compatible with bold graphical texts

### Freelance Graphic Artist/Illustrator (2017 - Present)

#### SPD Concepts ([www.spdconcepts.com](http://www.spdconcepts.com)) - Contract

- Design 90% of graphics including t-shirt designs, posters, stickers, and hat designs that appeals to the car enthusiast market
- Manage merchandise creation on strict turnarounds ensuring quality and consistency
- Collaborate weekly with company leadership to develop new design concepts, evaluate print-ready designs, and forecast future trends

### Concept Artist/BG Designer (2020)

#### g Dots ([www.gdots.org](http://www.gdots.org)) - Contract

- Developed 12+ fullscale, story backgrounds within 2 months
- Designed unique layouts that focused on readability and visual references to reinforce instructional concepts of a children's coding game
- Created 9+ puzzle backgrounds and 200+ puzzle assets and animated sprites to strengthen design and gameplay
- Collaborated closely with team leadership, engineering, and design to establish a cohesive and distinct style that optimised functionality, gameplay, and user experience

## Skills

- Concept Art
- Illustration
- Background Design
- Character Design
- Layout Design
- Storyboarding
- Graphic Design
- Project Management
- Trend Research
- Typography
- Logo Design
- Branding
- Web Design
- UI/UX

## Software

- Photoshop
- Procreate
- Illustrator
- SketchUp
- InDesign
- Figma

## Languages

- CSS
- HTML
- Mandarin

## Education

BFA in Illustration at Rhode Island School of Design 2014

