

# Sam Wooldridge

[samwooldridge.com](http://samwooldridge.com) 

07974135911 

[sam@swooldridge.co.uk](mailto:sam@swooldridge.co.uk) 

[linkedin.com/in/sam-wooldridge](https://www.linkedin.com/in/sam-wooldridge) 

Multi-award Winning 2D animator and game artist

## Key Skills

Concept Art

2D Animation

Character Animation

Illustration

Game Art

UI Art

Game Design

Motion Graphics

## AWARDS

### Binweevils.com

BAFTA kids' vote! Best Website  
2011, 2012, 2013, 2014

### The Secret Show

BAFTA Best Animated show 2007

### Charie and Lola

BAFTA Best Pre-school Animation 2008  
Cartoons on the Bay, Best Programme and  
Best Series for Infants 2006  
Bradford Animation Festival Best TV Series  
for Children and Adults 2006  
BAFTA Nominated Best Pre-school  
Animation Series 2006

### Yoko! Jakamoto! Toto!

BAFTA Best Pre-school animation 2004

## Software

Toon Boom 

Celation 

Animate 

Photoshop 

Illustrator 

Sketchbook Pro 

After Effects 

InDesign 

## Professional Profile

A professional creative of over 20 years I have been fortunate to have built virtual worlds and filled them with inspiration. Delivered animated scenes to tweak the heart and make you laugh. Creating fun, characterful and wild ideas that are instantly recognisable and deliver in their meaning. I have worked on many diverse projects with very different and amazing teams, always being ready to deliver and often to push the boundaries. My daily job is to find the fun and I am looking for a team to inspire me and share my passion and knowledge.

## Experience

### Concepts and art development

- over-seen the visual development of Apps and online content
- Delivering multiple sets of characters for digital, print and merchandise.
- Avatar design, developing the look, feel and assets of a customisable avatar. Including layering customisable clothing.
- Environmental art, buildings and their upgrades, interiors and furniture, world assets, props and rewards
- fast iteration strong in character, silhouette and purpose.
- Working closely with the developer optimising and pushing the boundaries of quality on mobile platforms.

### Animation

- Character animations for TV series, games and music videos
- Environment and FX animation
- Motion Graphics

### Game design

- Leading development of new areas, missions and mini games.
- Building characterful set pieces and interactive areas to entice and engage players and build community.
- Working closely with developers and the community team to deliver on time.

### Management

- Leading a team of artists and animators developing mini games, parties, toys, print and ad campaigns.
- Supervising workflow, reviewing work and giving feedback
- Optimising the pipeline between art, community and development teams.
- Training junior staff in working practices and techniques.

### User Interface

- Developing interfaces for main HUDs, mini games, avatar generation and video on demand systems.

### Merchandise and Print

- Producing designs for toys, books and magazines

### Advertisement Campaigns

- Working closely with the advertising sales team and community team to deliver bespoke campaigns.

## Education

### Post Graduated, 2D animation

Bristol Animation Course,  
University of the West of England 1999

### Batchelor of Arts (Hons)

Graphic Design and Animation  
Solent University 1994 - 1997

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## Portfolio/ Showreel

Best to visit my website

[samwooldridge.com](http://samwooldridge.com)

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## References

**Rob Stanwell Smith** - Product Director  
rob.stanwell@icloud.com

**Oliver Brown** - Producer  
oliver.brown@tigeraspec.co.uk

**Jamie Badmington** - Producer  
jamie@karrotentertainment.com

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## Passions and Parenting

Happy father of three kids.

A compulsive creative, I have made tents,  
bunk beds, clothes, cosplay and much more.

A long history of playing video games.

Good food and cooking always.

Rock climbing and running.

Camping Trips are a must every year.

Commuting and weekend rides by  
motorbike.

A long history of playing video games.

Governor for a local primary school and  
involved with the local NCT charity.

## Career History

<b>2D Animator</b>	Tiger Aspect	
Pirates Love Underpants		June - Oct 2020
<b>2D Animator</b>	Karrot Entertainment	
Love Monster		2018 - 2020
<b>Senior Art Lead</b>	55 Pixels / Bin Weevils	
Farm Craft, Weevil World, binweevils.com		2010 - 2018
<b>Visual FX Coordinator</b>	Adastra Creative	
Grandpa in my Pocket		2009
<b>2D Animator</b>	Passion Pictures	
One Eskimo, Music videos		2008
<b>Layout and Animator</b>	Chase Animation	
Disney Pilot, Layout artist.		2009
Mirrors Edge, Lead Animator		2008
<b>Scene Planner</b>	The Illuminated Film Co.	
Little Princess		2008
<b>2D Animator</b>	Airside Studios	
The Beginners guide to how to give a damn		2007
<b>2D Animator, illustrator</b>	Tiger Aspect	
Charlie and Lola, Series 1	BAFTA Award Winner.	2005
Charlie and Lola, Series 3	BAFTA Award Winner.	2007
<b>2D Animator</b>	Collingwood Entertainment	
The Secret Show	BAFTA Award Winner.	2006
Yoko! Jakamoto! Toto!	BAFTA Award Winner.	2004
<b>2D Animator</b>	Triffic Films	
2DTV, Pilot and series 1		2001
2DTV, series 2		2002
2DTV, series 3		2003
2DTV, series 4		2004
Shoot the Dog, George Michael Music Video		2002
Dominion, pilot series and other freelance animation.		2000
<b>2D Animator and Animo operator</b>	Honeycomb Animation	
Grizzly Tales, Wolves, Witches and Giants.		1998 - 2001