

LYNNE HOOD DESIGN & 2D ANIMATION

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PROFILE

For over two decades I've enjoyed creating concept art and style bibles within the pre-production development stage, before proceeding to designing environments, characters and props (including creating libraries for the animators). In addition to design, I have worked as a lead animator and coordinator. I have a wide range of experience, ranging from online and broadcasting companies, (Apple TV, BBC, CITV, CBeebies, Channel 4 & 5), to producing adverts for international campaigns and creative concepts and environments for games (Web, iPad, & iPhone).

SKILLS

Art Director, concept artist, team lead, lead design, character designer, layout, props, character animator, storyboard artist, game design, stopmotion model maker, stopmotion animator, animation lecturer.

SOFTWARE

Animate CC 2023, Photoshop CC 2023, Cel Action, Procreate, Storyboard Pro, StopmotionPro, Istopmotion, Dragonframe.

EDUCATION

Toon Boom Harmony Rigging Course, Adams Animation Academy via Skillset, 2021

Creative Production Course, Skillset, 2015

Visual Storyboarding for Animation, Lupus Studios, 2014

Cel Action Training Course, Tony Collingswood O Hare Studios, 2007

Alias MAYA Intensive Van Arts Vancouver, Canada, 2004

PG Diploma Character Animation, Central Saint Martins, 2002

BA (Hons) Theatre Design (2:1) Central School of Speech & Drama, 1997

EXPERIENCE

Design and Animation Clarke & Clarke, Sanderson Group, Oct - Dec 2024

Based on sumptuous fabric designs, I produced two adverts for a leading interior design company.

Design and Animation Picasso Pictures, London, Oct 2023 - Jan & June - Sept 2024

Creating 2D backgrounds and characters for two Kynect adverts, over saw the libraries for the animation team and produced additional artwork for print.

Art Director, Lupus Films, London, Oct 2021 - June 2023

Created a magical, colourful world for as yet unreleased children's animated series, which will be released in 2024. This involved developing concept sketches, colour studies, background, costume and prop design and leading a team of eight art workers.

Design and Animation Picasso Pictures, London, Aug - Oct 2021

Created 2D backgrounds and characters for two Kinect adverts.

Animation Director, Ok Dementia, London, July 2021

Using Adobe Animate for design and animation, I created a film about Dementia and its effects on the brain's perception, using experiences from nursing my late father.

Lead Designer, A Productions, Bristol, April - June 2021

Using Photoshop, I designed layouts for the children series Jo Jo and Gran Gran.

Design and Animation, BlinkInk, London, Feb - Mar 2021

Worked in dual roles as both designer and animator for a beautiful, flower themed MiracleGro advert.

Art worker and Animator, Mr Berwyn, Cardiff, Wales – Oct - Dec 2020

Animated a series of social media adverts based on the delightful animal designs featured on Mr Berwyn's home wear collection, this involved me recreating the characters in Photoshop and preparing a library of body parts so the originally static illustrations could be illustrated.

Design and Animation Picasso Pictures, London – Aug - Oct 2020

Created concept sketches and matt paintings for the backgrounds of the new Kinect adverts, to be broadcasted on American television before proceeding to work as a character animator for some of the scenes.

Animation Director, Art-worker and Animator, Harlequin, London – Jan - July 2020

Liaising closely with the surface print designers, I was commissioned to produce several, highly creative, animated adverts to be shown at International design events and social media platforms.

Storyboard Artist, Lupus, London – Nov - Dec 2019

Storyboard artist for the children's animated series pitch "Hugless Douglas".

Storyboard Lecturer, Pädagogische Hochschule, Zurich – Nov 2019

I traveled to Zurich to teach story boarding and storytelling workshops to both students and lecturers at PHZH University, Zurich.

Concept art and storyboarding, Woodlouse Films, Wales – Sept - Oct 2019

Collaborating with the director, I created concept art and boards for the film "The Beekeeper", submitted for the Brecon Beacons Film Board in association with Film Cymru.

Storyboard Lecturer, Central Saint Martins, London – Mar 2019 - ongoing

Returning to my old alumni to teach, I have devised a short, concise workshop condensing my knowledge of story boarding for animation. The course is also extended for evening and weekend courses, which are run several times a year and attract students from around the world.

M.A. Illustration and Animation Lecturer, CSPVA, Cambridge – Sept 2018 - Mar 2019

I was invited by CSPVA as a guest lecturer, to devise and teach a module on animation and illustration for M.A. students, this included designing characters and backgrounds for animation, creating sequential narratives, both for story boarding, graphic novels and picture books.

Animator, Slinky Films, London – Feb - August 2018

Collaborated as a 2D animator on the satirical film "Brexiteered", deemed too contentious to be broadcast on U.K. TV was screened at several animation festivals across Europe, including the BFI London Film Festival and has won Best Animated Film at the UK Film Review Awards.

Concept Artist, AGM Presents, London – Sept - Nov 2017

Using photoshop I created concept art for music festival pitch presentations and other events.

Concept Artist, Designer and Animator, Picasso Pictures London – Jan - Aug 2017

Returning to work at the award winning Soho agency, I collaborated on several projects. Stings for the Nickelodeon Children's Choice Awards ceremony, followed by animating on the film short "Sandiness" using Photoshop and creating concept artwork, design and animation for an American adverts.

Animator, Scholastic and Bloomsbury Publishing, London – Feb - Mar 2017

Animated the book launch trailer for "I Don't Want Curly Hair" by Laura Ellen Anderson's published by Bloomsbury and created animations for Scholastic featuring the illusive Panda from "Let's Find Fred".

Concept Artist and Designer, Glashead, London – July - Dec 2016

Returning to work at the BAFTA nominated documentary film company Glashead, I created concept art and designs for BBC Bitesize Physics and Maths online learning resources for teenagers.

Designer, Dot to Dot Productions, London – April - Jun 2016

Using Cel Action, and Illustrator I designed backgrounds and props for the action packed kids show Footy Pups.

Creative Producer, Skillset, S4C and A&O Studios, Cardiff – Nov 15 - Mar 16

I spent several months in Cardiff Working on pitches for several children's productions, including creating concept art for pitches, working on scripts, storyboarding and leading a team of animators on the welsh language production "Llon Ceg".

Designer and Animator, Picasso Pictures, London – Jul - Oct 2015

I worked as a lead animator on the "Spring Chicken" pitch, imitating a hand drawn black line style and worked on two "Kentucky Healthcare" adverts, rendered in glorious Technicolor.

Director, Storyboarding and Animator, Piney Gir, London – May - Jul 2015

I directed, designed and animated a kooky black and white, cut out style, music video for the single "Tilt A Whirl" for Piney Gir's latest album launching her forthcoming American tour.

Animator, Picasso Pictures, London – Apr - May 2015

As part of a small team I worked on the promotional animation for the Baku European Games and the beautifully designed First Source Advert.

Director, Storyboarding and Animator, Epsay, London – Feb - Mar 2015

I produced an animated film promoting the online booking company Epsay, specialising in making group booking a breeze. Lots of cats bouncing around the screen as a metaphor for organising friends.

Animator, Milo Creative and Macmillan, London – Sep - Nov 2014

Returning to work with London based Milo Creative, using Flash CC and Photoshop I created the animated content for my second children's iPad game commissioned by Macmillan Books. Teaching children how to learn Japanese with the help of cute, game characters, lots of silly sound effects.

Design and Layout, Geronimo, Dublin – May - Aug 2014

I moved to Dublin to join the team at Geronimo and develop the art department for the CBeebies series Nelly and Nora. Using Photoshop and Cel Action, my responsibilities were liaising between the animators and the art department, problem solving and making sure all the artwork is prepared thoroughly for the animators, including layout, rigging characters, backgrounds and props.

Design and Rigging, Sixteen South, Belfast – Feb - May 2014

Photoshop art worker, designing props and rigging, in preparation for Cel Action scene layout for the Nickelodeon series Lily's Driftwood Bay.

Designer and Animator, Picasso Pictures, London – Nov 2013 - Jan 2014

Worked within the dual roles of background designer and animator to create a beautifully designed advert for Kentucky Healthcare directed by Jens and Anna. Followed by animating several scenes for Cyber Streetwise, a UK short comic book style film advising the population on how to keep information secure while using the internet, which was shown extensively in the cinema and on the internet.

Concept Art, Design and Lead Animator, Milo Creative & Macmillan, London – Nov 2012 - Oct 2013

Joining the vibrant Milo Creative team, I created concept art for the interactive iPad game "Henri le Worm", voiced by Simon Pegg, before developing the animated characters, backgrounds and props using Photoshop, Flash and Cocos Builder. My role included project management and working closely with the developers to create an innovative product for children. Followed this project, I created the animation for Bebop, an interactive book published by Macmillan.

Animator, Picasso Pictures, London – May - Oct 2012

As part of a small team, liaising closely with the director, I produced innovative, beautifully frame by frame animated sequences for UNICEF's clean water campaign. Later that year I returned to work on the campaign to produce a series of adverts for Holland and Barrett.

Art Director, Design and Animator, Juniper Network, London – Feb - Apr 2012

Working in the dual roles of both designer and animator I produced two, three and a half minute long animated viral adverts for Juniper Network, to give a friendly, innovated face to their brand and explain their computer software company procedures to their clients in a simple, effective manner.

Director, Lead Design and Animation, Glashead, London – May - Dec 2011

Directing a team of 12 offsite animators, an assistant designer and working closely with the scriptwriter I worked in the dual roles of both leader designer and producer to create 17 animated titles sequences for BBC's educational program BBC Webwise. Followed by a series of pop art style viral animated shorts for Times Literary Supplement.

Concept Art Lead, Silver Design and Glashead, London – Jan - Mar 2011

Liaising closely with the scriptwriter, I designed characters and backgrounds for the "Canine Five" style bible to pitch to CITV, which was later, picked up by Cosgrove Hall Fitzpatrick and was developed into the series "HeroGriffix". This was an amazing opportunity to use my imagination to its full extent and expand my drawing and Illustrator style and be involved within the process of commissioning.

Concept Art, Lead Design, Layout and Game Design, Prism Entertainment, London – Jan - Oct 2010

I was commissioned by Prism Entertainment to join their design team to rebrand the children's social networking website Binweevils, to make their world more fun, inventive and inviting. I was given free rein to use my imagination to the fullest extent and design new areas of the website, inventing games and creating quests. I worked closely with the developers to ensure my ideas translated from my initial pencil sketches into interactive game playing. Our hard work payed off as we won a BAFTA.

Character Design, Design and Animation, Flickerpix for BBC Ireland – Jun - Dec 2009

Using a mixture of Photoshop and Flash to imitate a 1950's style of illustration, I designed characters, props and animated several scenes for the "Wee Wise Words" animated series.

Character Design, Co-producer and Animation, Wirkola, Oslo – Jan - May 2009

Designed a family of retro themed characters for a Norwegian advertising agency, subsequently I produced a series of animated web commercials teaching people how to use a variety of medical products in a humorous way. The client was Vitus, the Norwegian Pharmaceutical company.

Concept Design, Direction and Animation, Glashead, London – Jun - Dec 2008

Directed, designed and animated a 6-minute film based on an ancient Chinese legend Butterfly Lovers for CBBC and BBC Learning. This involved researching and designing period characters and backgrounds, storyboarding, creating animatics, prepping characters and animating. Afterwards I progressed onto the BAFTA nominated animated the children's series "Darwin Stories," loosely based on Kipling's "Just so Stories".

Design and Lead Animation, Alternative View Studios, London – Sep 2006 - Dec 2007

Designed costumes for the lead characters, drew hundreds of props, created backgrounds, special effects and animating several sequences. Within this dual role of designer and animator I became very proficient using Flash creating costume turnarounds within a day and coordinating between the director and the remote animator team.

Design, Illuminated Films, London – Feb - Aug 2006

Using Cel Action and Photoshop I assisted the art director and created props and special effects for several episodes of Little Princess based on the popular series of children's book.

Character design, Direction and Stopmotion Animation, BBC Jam, London – Sep 2005 - Jan 2006

I was commissioned by the BBC to design a claymation character "Doc Dot" and lead a small team of animators to produce four Stopmotion and Flash and Flash to introduce children to the world of science, for BBC Jam educational website, which became BBC Bitesize.

Animation Design and Coordinator, Glasshead, London – Mar 2003 - Jun 2004

As a member of the in-house production team, I designed the characters, props and layouts for BAFTA nominated Channel 4 children series, before proceeding to working as a lead character animator. This role led to me mediating between the external animators and director, compositing the animation and being responsible for continuity.

BIOGRAPHY

After graduation, I worked at Ealing Animation developing my skills in stopmotion, prop making, traditional 2D animation and production, before returning to study digital animation at Central St Martins in 2001- 2002 and Van Arts in 2004. In February 2020 I made the LDC Award long list with my graphic novel Hongertocht 1945. In my spare time I mentor young film makers and serve on animation juries for Cardiff Animation Festival, Royal Television Awards and the Celtic Animation Festival. My personal art work has been exhibited in galleries in New York and London.