

FLORA CATTRELL

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Passionate animator with a love for creating idents, title sequences, and generating innovative, well-crafted ideas that balance visual impact with nuance and clarity. I'm a strong problem-solver with a keen eye for detail, and enjoy approaching briefs with curiosity and developing clear, resourceful solutions. Equally confident working independently or leading a team, I bring strong self-direction and initiative to every project.

SOFTWARE

Blender, TouchDesigner, Photoshop, After Effects, Illustrator, InDesign, Cinema4D, ZBrush

WORK EXPERIENCE

'LONELY CREATURES' IDENT FOR PRODUCTION COMPANY

November 2024 to December 2024

- Led a fully independent project from concept to delivery; developed multiple creative directions, presented them to the client, and successfully executed the selected idea.

'LES NUITS DES BASSINS' FESTIVAL, ARTIST (ANIMATOR & DIRECTOR), ARRAS, FRANCE

July - September 2024

- Directed a team of animators and sound designers to create a projected installation using TouchDesigner and an Xbox Kinect for interactivity.
- Successfully secured the project by presenting a pitch to the festival's organizers
- Presented the installation over two days to a large audience ranging in age and guided the visitors, in French, on how to interact with the piece.

'BVLGARI' CLIENT COMMUNICATIONS WITH 'OCTAVE', ANIMATOR, FRANCE

August 2024

- Created an animation for luxury brand Bvlgari through Octave, delivered within a tight one-day turnaround.
- Brought static assets to life using After Effects, enhancing visual communication for the client's presentation.

LCC GRADUATION SHOW, ANIMATOR AND CREATIVE DIRECTOR, LONDON COLLEGE OF COMMUNICATION

October 2023 to June 2024

- Selected as director out of top 20% through a competitive pitch process to lead a team of animators.
- Developed technical skills across coding, circuit building, 3D printing, 3D animation, and mechanical integration which includes soldering, woodwork, and metal work.
- Created a three-dimensional zoetrope which attracted a strong audience and very positive feedback at the exhibition

LIVE VISUAL SET FOR MUSICIAN, ANIMATOR & DIRECTOR, LONDON

May 2024

- Designed and performed live VJ visuals using TouchDesigner and a MIDI controller for a music event, projecting animations onto a large sculpture backdrop.
- Quickly learned TouchDesigner in three weeks to create interactive visuals.

MAGAZINE LAUNCH ANIMATION FOR ‘DOMINASIAN’, ANIMATOR & DIRECTOR, LONDON

June 2023

- Made an animation that was projected onto a wall for a magazine launch event, using blender.
- Created another animation using cyanotype paper for an Instagram promotion.

‘MUSEUM OF BRANDS’ EXHIBITION, ANIMATOR, LONDON

May 2023

- Developed a unique storyline for an animation centered around the museum's founder, conducting indepth research to bring authenticity and depth to the piece.
- Used blender to create the animation which was projected at a celebratory event.

‘BLINK INDUSTRIES’ IDENT, ANIMATOR & DIRECTOR, LONDON

November 2022

- A project in which I had full creative freedom and used blender to create an ident of ‘Blink Industries’ logo.
- After realizing my initial idea was too complex, I quickly adapted by developing a new, streamlined concept that was both creative and achievable within the remaining weeks, demonstrating adaptability and problem-solving skills.

IDENT FOR NEWS PUBLICATION ‘HUMANOSITY’, ANIMATOR & DIRECTOR, LONDON

May 2020

- First commissioned animation project, using hand-crafted cut outs with a professional polished finish.

FILM & TV COMPANY ‘ARGANON’, RESEARCHER, LONDON

August 2018

- Conducted visual research for a documentary at the Film & TV company ‘Arganon’.

PORECLAIN SCULPTING FOR ‘KATHERINE MORLING’, ARTIST ASSISTANT, LONDON

May 2015

- Assisted award-winning ceramic artist by sculpting detailed components for a variety of works featured in an exhibition and sold at Liberty London.

EDUCATION

BA (HONS) ANIMATION ARTS, LONDON COLLEGE OF COMMUNICATION, UAL, LONDON

2018 - 2024

From 2022 to 2023 I did a ‘Diploma in Professional Studies’ and moved to Paris to work freelance for a year. Then graduated in summer of 2024 with a 2:1.

FOUNDATION DIPLOMA, CAMBERWELL COLLEGE OF ARTS, UAL, LONDON

2018 - 2019

Grade - Distinction