

# 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.

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## SOFTWARE

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

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## 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.

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## **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