

NANA LI

CONCEPT ARTIST/ ILLUSTRATOR

LONDON, UK
nannali@gmail.com
<http://nanali.com>

EXPERIENCE

Senior Concept Artist

Nordeus

MARCH 2015 - PRESENT
LONDON, UK / BELGRADE, SERBIA

Concept artist for mobile games developer Nordeus.

Worked as the sole concept artist in a small prototyping team tasked with developing new games and IPs. Created art visions during short prototype phases. Work included developing moodboards for art positioning, making storyboards and animatics to capture the tone of the game and creating concepts for worlds and characters.

Currently creating concepts for a AAA style PvP mobile game, due for launch in 2017. Working closely with the AD and the team to design characters and environments, illustrating card art, writing styleguides, mentoring junior artists and providing feedback for outsourcers.

Character Designer (Contract)

M2 Entertainment

AUGUST 2014 - MARCH 2015
LONDON, UK

Part of a small in-house team which designed the look of the 3D animated series LEGO Nexo Knights - a new LEGO IP launched with it's own toy line in 2016.

Responsible for creating character designs, model sheets and expression sheets for the first season of the show.

Concept Artist (Contract)

Somethin' Else

MAY - AUGUST 2014
LONDON, UK

Developed the concept art for a pitch to the BBC for a game aimed at teaching kids about coding using the Doctor Who franchise. The game, The Doctor and The Dalek, was successfully greenlit and produced for web and mobile.

Created pitch concepts, 2D character assets, environment concepts & marketing illustrations.

EXPERIENCE (CONT)

Senior Illustrator

Mind Candy

JUNE 2012 - MAY 2014

LONDON, UK

Illustrator for Mind Candy, a start-up most known for Moshi Monsters - a web game aimed at kids aged 5-8.

Created game assets, character designs, environment designs and marketing illustrations for existing and new IPs. Games shipped include World of Warriors (iOS/Android), Moshling Rescue (iOS/Android).

Worked on Moshi Monsters - The Movie (2013) as part of the visual development team. Designed characters, backgrounds and props for 2D animation.

Illustrator / Comic Artist

Freelance

2008 - 2012

LONDON, UK

Created comics, graphic novels, illustrations and tutorials for various publishers and ran how-to-draw workshops across the UK.

Publications include Mammoth's book of Best New Manga 2 (Constable & Robins), 50 Manga Babes to Draw and Paint (Quarto Books), Talking to Strangers (Sweatdrop Studios), Twelfth Night (SelfMadeHero), Kwang Su and the Jaws of Death (Barrington Stoke), Super-cute Chibis to Draw and Paint (Search Press).

Other clients include Simon & Schuster, ImagineFX, Letraset, GoBallistic, Mick Perrin, V&A and the British Council.

EDUCATION

Imperial College London

BEng, Biomedical Engineering (1st Class Hons)

CGMA

Character Design for Animation (online course)

TOOLS & LANGUAGES

Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Google Sketchup, Blender, Keyshot

English (fluent), Swedish (fluent), Mandarin (working knowledge)

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REFERENCES AVAILABLE UPON REQUEST