

# ELENA BARBU

ILLUSTRATOR & CONCEPT ARTIST

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## SOFTWARE

Photoshop  
Maya  
Zbrush  
Substance Painter  
Marmoset Toolbag  
Redshift  
Keyshot  
Adobe InDesign  
Infinite Painter  
Procreate  
Unity

## LANGUAGES

**English** CEFR C2  
**German** CEFR C1  
**French** CEFR A2  
**Romanian** Native

## WORK EXPERIENCE

### Character Concept Artist at Holotech Studios, Inc.

Bucharest, Romania  
January 2020 – ongoing

Currently working on the Animaze by Facerig project, on both PC and iOS.

- Creating new and exciting avatars through research and iteration, color variations, expression sheets, blueprints, and rendering where necessary
- Preparing fun props concepts through a similar process, making sure they fit with the overall style and the varied character geometries
- Conducting visual research for future avatar proposals and user testing, as well as in-development characters and props
- Finding creative visual solutions for making the best out of the tracking and real-time animation technology at our disposal
- Assisting the 3D team when necessary by baking maps in Maya or making diffuse textures via polypaint in Zbrush, and checking everything works as intended in the proprietary engine
- Designing icons for all newly introduced elements, making sure they stay consistent

### Freelance Illustrator

2010 – ongoing

Currently developing my experience as a freelance illustrator.

My past projects also include game art, web design, and graphic design

### Notable projects

- Ongoing collaboration with Aerial Arts Fitness Studio from CT, USA
- Book cover art for “DEAD Don Evans Must Die” by T. W. Brown
- Avatar, channel cover art and other assets for Oana Lasconi “Kandly”, streamer

### 3D Environment Art intern at AMC Pixel Factory

Bucharest, Romania  
March 2019 – April 2019

- Won an intern position through a contest, with my project “Witch Hut”
- Worked alongside one of the lead environment artists of AMC
- Learned to make realistic, game-ready assets, from concept to finish, using industry-standard technical approaches and workflows

### Junior 3D Maya Generalist at StaticVFX Studio

Bucharest, Romania  
Feb 2018 – Oct 2018

- Point of contact to the studio director for efficient project completion
- Worked as part of a team to bring technical improvements such as minimizing rendering times for animation frames
- Conducted in-depth visual research and played a major role in making concepts and storyboards for ad pitching
- Responsibilities included: 3D modeling, scene lighting, pre-production research, concept sketching, key visuals, storyboarding, set dressing, grooming

### Comic Artist at Ars Moriendi

Jan 2015 – Apr 2017

- Collaborated with a writer in building the overarching story and setting for a satirical web comic
- Defined the comic style, designed all the characters and outlined the funny-morbid theme establishment
- Drew all the comic strips based on the writer's script under tight deadlines
- The comic quickly became popular and gained a significant following in Romania
- Ars Moriendi was published in two issues of 'Comics' magazine

### Graphic Designer at MPC Brand Activation

Bucharest, Romania

Oct 2015 – Mar 2016

- Tasks included: designing leaflets, coupons, assembling product catalogues, photo retouching and desktop publishing

### Game Artist at Tech Thinkers

Bucharest, Romania

Sep 2014 – Feb 2015

- Worked as a sole artist in a small dev team on a mobile game that was ultimately canceled
- Designed and created the majority of the game's UI, characters and maps without significant creative guidance

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## STUDIES

### Teesside University, UK

2016 – 2017

Master's Degree in Concept Art for Games and Animation

Graduated with Distinction

**Modules included:** Visual Storytelling, Character Design, Figure Drawing, Environment Design, Concept art practice with feedback from local studios

### National University of Arts in Bucharest, Romania

2011 – 2014

Bachelor's Degree in Fine Arts

Graduated with 10/10

**Modules included:** Artistic anatomy, Perspective, Art History, Philosophy of aesthetics, Figure drawing, Etching in techniques such as Pointe sèche, Aqua Forte, Aquatint, Woodcut

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## ABOUT ME

Passionate gamer. Dedicated team player.

My goal is to tell stories through characters and worlds others will love.

My love for comics, games, and art of all shapes and sizes (and textures!) allowed me to develop a rich and varied visual library and a keen eye for trends.

I'm a problem solver with excellent communication skills and lots of ideas!