

## 2D concept artist and illustrator

10yrs+ in games, themepark design, & more

AshKerins@hotmail.com

West Sussex, Un	West	Sussex,	UK
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2025

2023

2019

2019

Skedaddle | Principal Concept Artist and Illustrator

Concept art and illustrations of environments, characters and key art

Magic Tavern | Senior Game Artist

Concept art and illustrations of environments and key art

Develop:Brighton Conference 2025 | Speaker - Painting 2D like it's 3D: How to and When to as a Concept Artist Constructed and presented a two-part tutorial, firstly on how to illustrate light and form using only 2D painting skills and secondly on when to employ such illustration skills, as a working concept artist who needs to adhere to studio schedules and the needs of other disciplines.

Pixel Pea Games, Mythwright | Principal Concept Artist - Cozy Marbles

Concept art of props and environments. Key art, Brand, UI and Logo design.

King, Activision Blizzard, Microsoft | Senior Game Artist - Farm Heroes Saga - In-game art

Independent client | Digital Illustrator - Two character illustrations with full backgrounds

Mediatonic Ltd, Epic Games | Principal/Lead Concept Artist - Fall Guys +4 Years

Designed the visual style and rules for all seasons of Fall Guys through pre-release and live-ops, delivering concept art, style guides and feedback to direct the team and outsourcers on the style. Led the concept art and 3D team during Season 7, 8 & 9, working closely with VFX, design and production to assign tasks and work out schedules. Contributed to regular high-level discussions with directors and other discipline leads on the direction of the art of Fall Guys.

- Concept art of props, levels, backgrounds, costumes, in-game graphics, promotional graphics and more.
- Mentored artists studio-wide on art theory and tutored individuals privately on painting skills.
- Created an approval system for artists to get their work reviewed and greenlit for posting on their personal profiles.
- Developed a functioning con-language for Fall Guys ('Foolish') along with multiple fonts, a dictionary and grammar guide.
- Set design of the Fall Guys Free-to-Play promotional video

## Appearances and Workshops while at Mediatonic:

Blue Peter | Judge - Fall Guys Costume Competition Judge

On a judging panel with Blue Peter presenters and the Mediatonic TikTok manager to decide competition winners.

Develop:Brighton Conference 2020 | Speaker - Art of Fall Guys Presentation

Presentation on the art process in Fall Guys and style design decisions

Playstation | Speaker

Presenter in the official announcment of the Playstation 5 representing Mediatonic and a vlog on the Playstation™ blog

THU Industry Workshop 2020 | Mentor - Workshop

Discussion on entry into games and portfolio reviews

+ 3 Official Discord and Reddit Q&As and a live twitch stream with Side Quest on the Art of Fall Guys

Social Point | Digital Artist - Icon illustration

Moose Enterprises | Concept Artist - Character and environment concept art for animation

8 Independent clients for pixel game assets | Pixel Artist - MMORPG

Game-ready pixel projects for 8 clients each requiring sets of isometric pixel props and/or environments for in game use.

+ Two official features of personal art by Cartoon Network™ Latin America and Brazil

#Hardcover & #Hardcover 2 | Digital Illustrator - Art book 1 & 2

Two full-page A4 digital illustrations

+ Feature of #Hardcover in ImagineFX™ magazine

2017

2015

ScruffyDog Ltd | Concept Artist - Theme park and attraction design +2 Years

Concept art for bespoke theme park assets (entrance archways, exits, decorative lamp posts, fencing, bins etc.) fast-paced mood pieces for investor pitches, print-ready wall and floor vinyl graphics for tourist attractions and museums, set design of entire spaces (gift shops, play areas, zoo enclosures, queue lines, pop-up advertiesment booths, muesum exhibits etc.) Worked collaboratively with other concept artists and architects. Projects include: Europa Park, Legoland, Thorpe Park, Dubai ski centre, London Sea Life, Adidas, Dinosauria, Museum of Unnatural History among many others.

Luminare Saga | Concept Artist - Indie RPG game

Remote working. NPC clothing concept art, environment concept art and in-game pixel assets

IO Entertainment, Pinewood Studios | Concept Artist - Feature films

Worked in studio on two unannounced feature films (one for Dreamworks) on character concept art and key shots

for investor pitches.

**Apprentice Games** Digital Illustrator - Game shop website banner artwork

Furcadia | Digital Illustrator - MMORPG start-up screen art and website promotional illustration

Pixel Artist - MMORPG +6 Years Independent clients

Game-ready pixel assets for many clients each requiring isometric pixel props, icons and/or environments for in game use.

+ 4 Official features by Deviantart.com

College Theatre Production | Digital Artist - Scenic backgrounds for the theatre stage

See the following page for education, languages, alternative work and volunteering details

## Alternative work and volunteering:

National Trust - Leith Hill & Holmwood Common | Ranger Volunteer - Grounds maintenance, wildlife conservation

Wedding Photography | First and Second Photographer - 4 weddings (Florida, Germany and UK) Church, outdoor and registry office ceremonies, reception, details, bride & groom's prep photography and photo editing. Solo and accompanying 2 other photographers.

Hatfield House | Event & Wedding Assistant - Heritage site venue set up, customer service, stewarding

Mammoth London Language Exchange | Event Volunteer - Guiding 200+ people across London

Swiss Garden | Seasonal Event, Wedding & Garden Steward - Heritage site venue set up, garden maintainance, customer service

Home Farm Dog Training | Dog Training Volunteer - Registering attendance, setting up agility course assisting in dog training

## **Education:**

Additional:

**Pass** 

2019

CELTA diploma Cambridge Certificate in Teaching English, IH London

Studied the English Language and learnt the modern Cambridge method of teaching adults of all proficiencies how to speak, read and write in English. Involving lesson preparation and teaching 45 minute to 2 hour in-person classes in Holborn, London.

2014 University: - 1st Class 2011 Honours BA (Hons) Design for Film and Television, Nottingham Trent University

Set design, technical drawing/draughting (in pencil and on Vectorworks), concept art, white card model making, Sketchup modelling, prop sourcing, location scouting, getting quotes, storyboarding, keyshot illustrations.

New Designers DFTV 2014 Degree Show | Event Representative - Set assembly, representative

**DFTV 2014 Degree Show** | **Event Lead Designer** - Brand design, catalogue logo & layout, set assembly, portrait photographer, course representative.

+ 2 page interview in Uni2know magazine

Work Experience:

Company Productions, BBC drama, 'Truckers' | Art Department - Prop making

Outsider.tv DFS advert | Art Department - Set dressing

+ Taught a life-drawing class

2011 College:
Distinction

2010

2010

2006

Art Foundation Oaklands College, St. Albans

College Graduation Shows | Exhibit Staff - Set assembly, course representative

School: A-Levels & GCSEs Bishops's Hatfield Girls' School

A Levels - Graphics A Fine Art B German C Photography D

GCSEs - Fine Art A\*

Languages:

English - Native

German - Fluent

Finnish - Intermediate