

Sam Wooldridge



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63 Loretto Gardens
Harrow HA3 9LY

Multi-award Winning 2D animator and game artist

Key Skills

2D Animation

Character Animation

Concept Art

Illustration

Game Art

UI Art

Game Design

Motion Graphics

AWARDS

Binweevils.com

BAFTA kids' vote! Best Website
2011, 2012, 2013, 2014

The Secret Show

BAFTA Best Animated show 2007

Charie and Lola

BAFTA Best Pre-school Animation 2008
Cartoons on the Bay, Best Programme and
Best Series for Infants 2006
Bradford Animation Festival Best TV Series
for Children and Adults 2006
BAFTA Nominated Best Pre-school
Animation Series 2006

Yoko! Jakamoto! Toto!

BAFTA Best Pre-school animation 2004

Software

Animate/ Flash ★★★★★

Celaction ★★★★★

Toon Boom ★★★

Unity ★★

Photoshop ★★★

Illustrator ★★★

After Effects ★★

Professional Profile

A professional creative of over 20 years I have been fortunate to have built virtual worlds and filled them with inspiration. Delivered animated scenes to tweak the heart and make you laugh. Creating fun, characterful and wild ideas that are instantly recognisable and deliver in their meaning. I have worked on many diverse projects with very different and amazing teams, always being ready to deliver and often to push the boundaries.

My daily job is to find the fun and I am looking for a team to inspire me and share my passion and knowledge.

Career History

2D Animator

My Friend Misty	+3K Animation	CelAction	Oct 2023 - Dec 2023
My Friend Misty		CelAction	Nov 2022 - Mar 2023
Dr Mahds		CelAction	Apr 2022 - Jun 2023

2D Animator

Rap Tales	Studio 43	CelAction	Mar 2023 - Jul 2023
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Lead Animator

Corpse Talk	Tiger Aspect	CelAction	Jun 2022 - Oct 2022
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2D Animator

Love Monster	A Productions	CelAction	Jun 2021 - Feb 2022
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Traditional 2D Key Animator

King Maker/ HAV	Arcus Studios	Toon Boom	Dec 2020 - May 2021
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2D Animator

Pirates Love Underpants	Tiger Aspect	CelAction	June - Oct 2020
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2D Animator

Love Monster	Karrot Entertainment	CelAction	2018 - 2020
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Senior Art Lead

Farm Craft, Weevil World, binweevils.com	55 Pixels / Bin Weevils	Animate - Unity	2010 - 2018
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Visual FX Coordinator

Grandpa in my Pocket	Adastra Creative		2009
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2D Animator

One Eskimo, Music videos	Passion Pictures	Animate/Flash	2008
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2D Animator, illustrator

Charlie and Lola, Series 1	Tiger Aspect	BAFTA Award Winner.	CelAction	2005
Charlie and Lola, Series 3		BAFTA Award Winner.	CelAction	2007

2D Animator

The Secret Show	Collingwood Entertainment	BAFTA Award Winner.	CelAction	2006
Yoko! Jakamoto! Toto!		BAFTA Award Winner.	CelAction	2004

2D Animator

2DTV, Pilot and series 1, 2, 3, 4	Triffic Films	CelAction	2001 - 2004
Shoot the Dog, George Michael Music Video		CelAction	2002
Dominion, pilot series and other freelance animation.	Traditonal Drawn		2000

Education

Toon Boom

Intro in to Rigging
Screen Skills Jan - 2024

Toon Boom

Animation / Rigging courses
Adams academy 2021

Post Graduate, 2D animation

Bristol Animation Course,
University of the West of England 1999

Batchelor of Arts (Hons)

Graphic Design and Animation
Solent University 1994 - 1997

Portfolio/ Showreel

Please visit my website

samwooldridge.com

References

Rob Stanwell Smith - Product Director
rob.stanwell@icloud.com

Oliver Brown - Producer
oliver.brown@tigeraspec.co.uk

Jamie Badmington - Producer
jamie@wearekarrot.com

Passions and Parenting

Happy father of three kids.

A compulsive creative, I have made tents, bunk beds, clothes, cosplay, paintings, crochets and much more.

Camping Trips are a must every year and as a Scout Leader, I find it very rewarding helping to nurture young minds away from screens. Helping make the opportunities for real adventures and life skills that come from them.

Personal Motto: Find the fun!

Experience

Concepts and art development

- Overseeing the visual development of Apps and online content
- Delivering multiple sets of characters for digital, print and merchandise.
- Avatar design, developing the look, feel and assets of a customisable avatar. Including layering customisable clothing.
- Environmental art, buildings and their upgrades, interiors and furniture, world assets, props and rewards
- Fast iteration assets strong in character, silhouette and purpose.
- Working closely with the developer optimising and pushing the boundaries of quality on mobile platforms.

Animation

- Lead Animator, reviewing teams, critiquing shots and making review notes.
- Character animations for TV series, games and music videos.
- Testing animation rigs and actors for production.
- Blocking focused on strong silhouette, physical weight and strength of emotional delivery.
- Quick iteration process
- Methodical at fixing and improving shots based on feedback
- Ability to match style to production.
- Environment and FX animation.
- Motion Graphics.

Game design

- Leading development of new areas, missions and mini games.
- Building characterful set pieces and interactive areas to entice and engage players and build community.
- Working closely with developers and the community team to deliver on time.

Management

- Leading a team of artists and animators developing mini games, parties, toys, print and ad campaigns.
- Supervising workflow, reviewing work and giving feedback
- Optimising the pipeline between art, community and development teams.
- Training junior staff in working practices and techniques.
- Remote working (since dial up),

User Interface

- Developing interfaces for main HUDs, mini games, avatar generation and video on demand systems.

Merchandise and Print

- Producing designs for toys, books and magazines

Advertisement Campaigns

- Working closely with the advertising sales team and community team to deliver bespoke campaigns.