

Felix Romero

Character Designer

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Character designer with 10+ years of experience developing original character concepts for television animation, games, and comics. Skilled in visual development, personality expression through shape language, and managing iterative feedback loops with directors and rigging teams. Proven track record of delivering 80+ production-ready character designs for streaming platform pilots and collaborating seamlessly across story, animation, and production teams.

Professional Experience

Character Designer | Big Picture Animation | Burbank, CA
May 2016 – Present

- Created 80+ production-ready character designs for 4 television animation series and 2 streaming platform pilots, with 3 series greenlit for additional seasons
- Collaborated with story and rigging teams to streamline character handoff documentation, reducing pipeline revision requests by 40% through standardized turnaround and expression sheet templates
- Presented design iterations across 5 rounds of director and stakeholder feedback per character, maintaining design intent while successfully integrating notes
- Led character design for a streaming pilot that attracted 500,000+ viewers within the first week, contributing to series pickup decision
- Developed studio's internal character design style guide defining anatomy standards, proportion guidelines, and expression vocabulary used across all productions
- Mentored 2 junior character designers through weekly portfolio reviews and pipeline training, with both advancing to lead character design roles within 2 years

Junior Designer | SketchPlay Studios | Glendale, CA
August 2013 – April 2016

- Developed 60+ costume variants and character accessory designs for 3 original animated properties, contributing to full visual character package deliveries
- Refined 2D turnarounds and model sheets based on modeler and rigger technical notes across 15 characters, improving cross-department handoff accuracy
- Researched and compiled style references for 5 new properties, producing mood boards and visual influence presentations reviewed by creative directors
- Participated in weekly design crits with senior designers, incorporating feedback to improve anatomy accuracy and shape language in character work

Key Skills

- Character design and visual development
- Character lineups, turnarounds, and model sheets
- Anatomy drawing and figure construction
- Costume design and character accessory development
- Collaboration with rigging and animation pipeline teams
- Facial expression and gesture drawing
- Shape design and silhouette clarity
- Photoshop and Procreate for character illustration
- Director feedback integration and design iteration

Education

Bachelor of Fine Arts (BFA) in Animation | California Institute of the Arts | Valencia, CA

Certifications

- Adobe After Effects Professional, Adobe, September 2017