Cameron Mark

Experienced 2D Designer & Illustrator

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EXPERIENCE

Mainframe Studios - Character Designer (Freelance) - June 2023-Jan 2024

- Designed the main cast of characters for "Ghost Town," a project currently in development
- Created facial expression sheets, poses of characters, secondary characters/villains, from initial concept sketch to final polished illustration.

Snap Inc / Bitmoji - Avatar Team Lead / People Manager - 2020-2024

- Leading the artistic development of the Bitmoji avatars, specializing in facial art
- Develops original character design concepts and oversees the 2D to 3D execution for the mobile application
- Collaborates with and reviews the work of 3D modelers, surfacers, and riggers
- Manages a team of designers and senior designers by assigning tasks, monitoring progress and workloads, and doing regular performance evaluations

Snap Inc / Bitmoji - Art Director (Bitmoji TV) 2018-2020

- Art directed episodic short-form interactive content with a strong focus on storytelling and comedy
- Oversaw the design team and collaborated with the animation team
- Designed final 2D builds of background sets/environments
- Created original concepts for characters and props
- Communicated aesthetic direction to other team members, ensuring all work matched the established style

Snap Inc / Bitmoji - Design Team Lead 2017-2018
- Supervised the facial art department, overseeing all stages of 2D design, from initial concepts to finalized deliverable
- Worked closely with software engineers for content releases
- Mentored junior/intermediate artists, training them to match the established studio style

Bitmoji - Senior Designer - 2016-2017
- Created and rigged 2D clothing/fashion assets in Adobe Animate, and created digital stickers
- Mentored junior/intermediate artists, training them to match the established studio style
- Worked with Bitmoji partners such as Warner Brothers, Disney, Pixar, Marvel, DC, HBO, MLB and Paramount Pictures
- Assisted art director with more complicated issues and provided help troubleshooting
- Heavily influential in the development of a new visual style, internally coined "CM style" after Cameron Mark

Bitmoji - Designer - 2015-2016
- Created expressive custom digital stickers from concept to final product using Adobe Animate for vector-based art
- Designed props and typography using graphic design principles, with a strong focus on readability and composition

Freelance Artist
- (2020) Created concept art and expression sheets for the protagonists of "All Through the House," an episode of the Netflix series LOVE DEATH + ROBOTS, using Adobe Photoshop
- Various commissions, such as social media logos for Youtubers/Influencers, using Clip Studio Paint and Photoshop
- Received sponsorship from drawing tablet company HUION

EDUCATION

Max the Mutt College of Animation, Art & Design - Traditional Animation - 2010-2011
- Learned the fundamentals of animation, with a strong focus on anatomy, movement, proportion and perspective
- Courses included life drawing, design & composition, colour theory & painting
- Taught by professionals in the animation industry