



## ARRON MANCHESTER

In July 2013 I graduated from University with a high level 21 in Ba (Hons) Game Art Design and have since been working as a freelance merchandise designer producing concepts for HBO Television via Insight Editions and working on new assets & environments for my portfolio. Entering University as a mature student and accepted on the merit of self-taught work produced during my time as a freelance graphic designer, I was able to prove myself academically and as skilled as my peers.

I am wholeheartedly dedicated to continuing to prove myself in a working environment

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# EXPERIENCE

## FREELANCE MERCHANDISE DESIGNER

INSIGHT EDITIONS (HBO)

Creating digital 3D and 2D concepts to be used for the manufacture of official merchandise for a popular Film & TV show franchises. I work closely with the art director to provide technical and detailed finished illustrations for use by sculptors and product manufacturers.

AUG 2013 PRESENT

## FREELANCE ILLUSTRATOR, GRAPHIC & WEB DESIGNER

DANTE DESIGNS

I take on many freelance design works including web, logo and merchandise design for corporate businesses and independent musicians as well as traditional and digital art commissions. I grew my reputation by finding a niche in the local music scene and offering strong and unique visual identities to coincide with band or musician ethos.

JUN 2005 - PRESENT

# SKILLS

I am proficient in 3D Modelling and texturing techniques for game assets, including engine set up for environments and characters using Autodesk 3Dmax, Adobe Photoshop, Zbrush, UDKEditor, Cryengine, NDO2, Polybump, Xnormal and 3DCoat

GAME AND 3D DESIGN

With 13 years experience in using Adobe Photoshop and similar software and studying graphic design fundamentals I have grown increasingly skilled in graphic and illustrative design..

GRAPHIC DESIGN

Self-taught in HTML, CSS and Flash Actionscript I am adept and experienced in creating high quality website designs for both corporate and creative projects.

WEB DESIGN

# EDUCATION

## BA: GAME ART DESIGN

DE MONTFORT UNIVERSITY: LEICESTER

2009 - 2013

Having obtained a place on what has since become the first industry accredited games course in England, I committed myself to learning all aspects of game art and design including 3D environment & character conception, modelling and texturing, level building, traditional & digital art development, VFX (Particles in Cryengine & UDK) and critical studies, exploring all subject matters relating to the game industry.

## SECONDARY SCHOOL & COLLEGE

JUDGEMEADOW COMMUNITY COLLEGE

1997 - 2005

**GCSES:** English C English Literature C Maths C Drama C Sociology C Spanish Merit Business Skills Merit

BEAUCHAMP OADBY, LEICESTER COLLEGE  
College experience in First Diploma Graphic Design, Photography, Psychology, Media, IT & Key Skills