

# ANNA AVIGAD

## VISUAL DEVELOPMENT ARTIST | CHARACTER DESIGN | ENVIRONMENT DESIGN

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### SUMMARY

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Award-winning Visual Development Artist and Illustrator with 15+ years of professional creative experience and an MFA in Visual Development. Experienced in character design, environment design, prop design, visual storytelling, color scripting, and world-building for animation and family entertainment. Skilled at developing original ideas from concept through production while collaborating across multidisciplinary teams.

### SKILLS

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#### VISUAL DEVELOPMENT

- Visual Development
- Concept Art
- Character Design
- Creature Design
- Environment Design
- Prop Design
- Original IP Development
- Worldbuilding
- Color Design
- Mood Exploration
- Visual Research
- Composition

#### VISUAL STORYTELLING

- Visual Storytelling
- Storyboarding
- Cinematic Composition
- Sequential Storytelling
- Narrative Development
- Staging & Pacing

#### DESIGN & PRODUCTION

- Production Design
- Style Development
- Asset Design
- Iterative Design Process
- Style Exploration
- Design Research

#### COLLABORATION

- Cross-Functional Collaboration
- Art Direction
- Creative Problem Solving
- Feedback Integration
- Presentation & Critique

#### SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Vector Illustration
- Digital Painting
- Currently expanding skills in Blender and 3D concept workflows

### SELECTED AWARDS & RECOGNITION

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- **Best in Show** - Academy of Art University 2026 Spring Show
- **1st Place, Character Design** - Academy of Art University 2026 Spring Show
- **1st Place, Creature Design** - Academy of Art University 2026 Spring Show
- **1st Place, Prop Design** - Academy of Art University 2026 Spring Show

### PROFESSIONAL EXPERIENCE

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#### VISUAL DEVELOPMENT ARTIST

The Legend of Mira (Original MFA Thesis Project) | 2023–2026

- Created and art directed an original animated world inspired by Slavic folklore, developing the story, visual direction, characters, environments, props, and world-building from concept through final presentation.
- Designed a cast of original characters and creatures, exploring silhouette, shape language, personality, functionality, and visual storytelling to support narrative development.
- Produced environment designs, key story moments, prop designs, and visual explorations that established the project's artistic vision, mood, and world-building.
- Developed storyboards and narrative sequences as part of MFA coursework and thesis production, exploring cinematic composition, pacing, staging, and emotional storytelling.
- Conducted extensive visual research, mood exploration, color studies, and style development to create a cohesive visual language across the project.
- Iterated rapidly through feedback from instructors, industry professionals, and peer critiques, refining designs through multiple development stages.
- Created presentation-ready production artwork utilizing digital painting, vector illustration, and visual development workflows.
- Collaborated with mentors and faculty throughout the development process, adapting creative solutions to evolving project goals and production requirements.
- Presented and defended project work in professional review settings, communicating design decisions, narrative intent, and visual development processes.

## ART DIRECTOR & LEAD ILLUSTRATOR

Awesome Peppers | 2014–2026

- Founded and operated an illustration-driven consumer products brand, managing the creative process from concept development through production.
- Created original artwork for calendars, greeting cards, stationery, mugs, gift products, and seasonal collections.
- Designed brand identities, packaging, labels, marketing materials, and visual systems for a wide range of products and clients.
- Researched market trends and developed new product lines while collaborating with suppliers, manufacturers, and customers.
- Led all creative, production, and business operations, combining illustration, product development, and visual storytelling.

## SENIOR ILLUSTRATOR AND GRAPHIC DESIGNER

Smilebox, Israel | 2017 - 2020

- Designed and illustrated greeting cards, invitations, emoji sets, icons, and digital assets used by millions of users worldwide.
- Developed scalable illustration systems and template libraries supporting seasonal campaigns and brand initiatives.
- Collaborated with product and marketing teams to create engaging visual content while meeting tight production deadlines.

## 2D CONCEPT ARTIST

Sidekick, Israel | 2013 – 2016

- Created concept art, character designs, environments, and visual development artwork for interactive and educational experiences.
- Collaborated with developers and artists to translate designs from early concepts through 3D production and Unity implementation.
- Contributed visual development, asset creation, and style exploration throughout multiple interactive projects.

## SENIOR ILLUSTRATOR AND DESIGNER

Baruch Naeh Strategic Brand Design, Israel | 2006 – 2013

- Developed illustration-driven branding, packaging, and visual identity projects for major consumer brands.
- Created characters, icons, packaging systems, and commercial artwork used across advertising, marketing, and retail products.
- Collaborated with creative teams and clients from concept development through final production.

## EDUCATION

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|-----------------------------------------------------------------------------------------|-------------|
| <b>MFA, Visual Development for Animation</b>   Academy of Art University, San Francisco | 2022 – 2026 |
| <b>BA, Illustration</b>   Shenkar College of Engineering, Design & Art, Israel          | 2002 – 2006 |

## LANGUAGES

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- English (Proficient)
  - Hebrew (Fluent)
  - Russian - (Native)
  - Ukrainian - (Conversational)