



# SONIA BASS

GRAPHIC DESIGNER | ILLUSTRATOR

## EMPLOYMENT

### 2011 | 2018 → WETA DIGITAL

#### > independent camera td/match-move artist

match-moving and rotomation: standard | stereo | anamorphic. 3D equalizer and maya

### 2009 | 2011 → FREELANCE GRAPHIC DESIGNER

graphic design, illustration, retouching, conceptual visualisation, [print & digital]

### 2011 → FREELANCE ILLUSTRATOR

pumpkin patch [contract]

#### > senior graphic designer | retoucher | illustrator

Produced detailed illustration work of garments for storyboards and designed artwork and print design for garments. Retouching for print and general design.

### 2009 → PUREDEPTH

#### > creative director | 2d artist and motion graphics artist

My position at PureDepth as **creative director** was challenging, exciting and hugely rewarding. It gave me the opportunity to take that next step up and combine everything I have learned through my experience as a **successful designer and art director**.

My department was responsible for creating effective motion graphics showing off the brilliance and visual capabilities of MLD™ screen technology [Multi-Level Display™] required for on-going partner approach accounts and in-house presentations. These MLD™ units are huge in the casino and pachinko markets in places such as Japan and are slowly being recognised for their unique qualities and wide range of uses all over the world

On a day to day basis I managed my teams work-flow, design objectives, produced detailed time-lines, in-depth storyboard material, produced a large percentage of the artwork and the general running of the graphics team as well as over-seeing all the companies creative dealings.

Please see website for more details on the technology and references over leaf for more on what my role entailed. [www.puredepth.com](http://www.puredepth.com)

### 2008 → D1 CREATIVE

#### > senior graphic designer | illustrator

web design, company & personal invites, brochures, corporate stationary, brand design and tag-lines, **art direction**, logo types illustration, retouching and colour correction

**clients include:** Cadbury, TUANZ, Glamuzina, Knight Coldicutt, Redwood, ArchOffice, Rainbow Park, DHA Architects

### 2006 | 2007 → COLORITE GROUP LIMITED

#### > senior graphic designer | illustrator | retoucher & colour corrector

Colorite are well known for quality off-set /digital printing and pre press services. Specifix, a department within Colorite specialised in packaging, retouching, design for print, web hosting, and all other aspects of graphic design

### JULY | DEC 2006 → ESPY DESIGN - M2 MAGAZINE

6 month contract and various other freelance work

#### > senior graphic designer | retoucher | illustrator

photo retouching, illustration & colour correction, magazine spread design, logo design, POS, advertisements, **art direction** editorial photo shoots, web design

### 2006 → ELLAR GRAPHICS | PUMPKIN PATCH

pumpkin patch | urban angel

#### > retoucher & colour corrector | illustrator

retouching and colour correction for all POS, brochures magazines, billboards, advertisements and catalogues

### 2002 | 2005 → VIRTUAL SPECTATOR INTERNATIONAL

#### > 2d artist/ animator | graphic artist | illustrator

business proposals, software brochures, mag features illustration, in-house branding, on-screen graphic overlays 2d/3d animation, web design, logo design, advertisements image retouching, art direction, matte painting and story boarding. On-site experience.

### 2000 | 2002 → PACIFIC RENAISSANCE PICTURES

#### > visual effects artist | retoucher & colour corrector matte painter | texture artist

PRP FX/effects company | XENA, independent films and documentaries image alteration, picture touch up, rig & object removal photo retouching and image restoration, matte painting texture painting, mapping and modelling, 2d animation colour correction & compositing.

## WHAT OTHERS SAY

Sonia worked with us in the **Design team** as a **Graphic Artist | Illustrator** during the first half of 2010. She left at the conclusion of her contract in order to move to another city for personal reasons. Sonia is **intelligent, competent and organised**. She is **extremely skilled and capable** and has a great 'eye' for design generally. While she came into our company with little specific fashion experience, she very quickly picked up the nuances and flavour required both for our products and our brand, and produced work of a high calibre accordingly. She was not at all fazed by the rapid pace and dynamism that is part of the clothing industry. Sonia is extremely **personable, positive and straight-forward**. She is a **clear and articulate thinker** and gets on easily and well with others, establishing good relationships with her coworkers quickly. I would recommend Sonia as an asset to any employer, and am happy to be contacted should a further reference be required.

**Bronny Jacobsen.**  
**General Manager Merchandise**  
**Pumpkin Patch Ltd**

I have had the pleasure of managing Sonia Bass at PureDepth. She held the position of **Creative Director** where she was **responsible for all aspects of creativity, design** and the overall visual experience for our patented multi-layer display (MLD) technology. Sonia directly managed PureDepth's graphic design team. From day one, she completely immersed herself in PureDepth's unique environment and technology. She **generated results quicker and more effectively than I have ever seen anyone do so before**.

Sonia's **creative vision** drew out the best in her team. She led the delivery of new digital content that has since been described by our clients as the **most visually compelling demonstration** ever made for MLD. With very tight timelines associated with the production of these projects, Sonia took the opportunity by the reins and **inspired her team** to achieve an outstanding result – put simply, Sonia and her team made what others would call "impossible", possible.

Sonia is a very **talented self-starter**. Only the **highest quality** is the norm for her work. Sonia leads by example where everything she does is done with care, consideration and passion. When the going gets tough, Sonia's maturity powers through with **complete professionalism** and her **"can do" attitude** is absorbed by those around her. Needless to say, Sonia comes with my highest recommendation. Any organisation would be lucky to have her.

**Darryl Singh**  
**Vice President, Software and Content Development**  
**PureDepth, Inc.**

**I completely endorse Sonia's experience and capabilities.** She joined a company with a unique set of creative and graphic challenges, coupled with a young, energetic but inexperienced team and made a great impact and difference in a very short amount of time. She is **passionate** about her work, and extremely committed. She **leads by example**-a trait I think very highly of-and brings to bear a level of **creativity and professionalism** that anyone could benefit from. I and my colleagues were saddened that due to our need to stretch our cash resources we had to let her go. However, I believe that should that situation change and our needs require, I would not hesitate to hire her again.

**Andy Wood CEO**  
**PureDepth Inc.**

Sonia Bass was employed by D1 Creative as a **Graphic Designer** from March 2008 - Dec 2008.

During her time at D1, Sonia fitted in well to our small design team. She would always contribute unique ideas during our brainstorming sessions and come up with creative concepts. She is a **talented illustrator** who worked on our Cadbury Easter 2009 POS single-handedly. She maintained a happy and friendly relationship with her work colleagues and communicated well with our clients and suppliers. **She is a creative designer and motivated team player.** I wish her well for the future.

**Brenda Lawrence-Mason**  
**Director**