

SONIA BASS

Creative Direction | Designer | Artist

📍 Nevey Rd, Wellington, 6022, New Zealand

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✉ sonia.bass@gmail.com



+ LINKS

ART DIRECTION

<https://carpetcourt.nz/official-rhin-o-test/>

IMDB

<https://www.imdb.com/name/nm5460469/>

PORTFOLIO

<https://www.krop.com/soniabass>

CREATIVE

https://www.instagram.com/soniabass_creative/

ONLINE

<https://www.instagram.com/plantbasedsonn/>

+ SKILLS

Photoshop CC

Indesign CC

Illustrator CC

3D Equalizer

Maya

+ WORK EXPERIENCE

- Self Employed JUL 2019 - PRESENT

Wellington

ONLINE FITNESS COACH & DIGITAL CONTENT CREATOR

Online PT and Health Coach.

This is a part-time business **run along-side Creative ventures** and **Film/Design projects**. It includes personalised online program design as well as **digital content** creation for clients all over the world.

The online aspect not only allows **Fitness coaching and education** on an international scale, it allows space to incorporate my **design expertise and strong administration skills** with it. It is a business that is now well set up and is at a stage where it can run successfully along-side a more full time position.

- WETA DIGITAL AUG 2011 - APR 2019

Wellington

CAMERA DEPARTMENT / VFX /

Match Move Artist match-moving and rotomation: standard | stereo | anamorphic.

- Independent AUG 2011 - PRESENT

Wellington

FREELANCE ART DIRECTOR / GRAPHIC DESIGNER

Freelance Illustration | Graphic Design | Art/Creative Direction | Coordinator (Commercials) Art Commissions

Latest Clients Include : Ministry of Justice, Carpet Court NZ, Clockwork Productions/ Zealandia (commercial currently in post production)

- Freelancer JAN 2009 - JAN 2011

Auckland

FREELANCE GRAPHIC DESIGNER

Graphic Design | Illustration, Retouching | Conceptual Design & Visualisation | Interface Design | Art Direction

Client: Pumpkin Patch

Senior Graphic Designer | Retoucher | Illustrator

Working across a large team of designers in various departments, **coordinating with junior designers right through to senior level and upper management**. Detailed illustration work for garment manufacture - **storyboard and visual conception** - retouching for print and general design.

- Pure Depth Ltd JAN 2009 - DEC 2009

Auckland

CREATIVE DIRECTOR / VFX / ARTIST

Creative Director | 2d Artist and Motion Graphics Artist

The department was responsible for **creating innovative motion graphics** showing off the brilliance and visual capabilities of MLDtm screen technology [Multi-Level Displaytm] required for on-going partner approach accounts and **in-house presentations**. These MLDtm 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.

The role: Leading a small team, **mentoring, increased work-flow effectiveness**, design objectives strategies, **detailed time-line production**, in-depth storyboard material, **production design**, creator of the majority of artwork, day-to-day coordination of the graphics team. Heading the companies creative dealings which included a **successful redesign of the department pipeline**. The value added to the company was reflected in monthly bonuses and **positive feedback frequently received**.

- Independent JAN 2006 - JAN 2008

Auckland - National

FREELANCE DESIGNER

D1 CREATIVE

Main Client | Cadbury

Client liaising on a daily basis - seeing project right the way through from **conceptual to completion - project forecasting**. A large majority of my work was the Cadbury account which entailed **high end Illustration**.

Senior Graphic Designer | Illustrator | Front End Web Design | Art Direction Retouching and Colour Correction | Photography

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.

ESPY DESIGN - M2 MAGAZINE

Senior Graphic Designer | Retoucher | Illustrator

Daily **coordination and liaising with editors, art directors**, talent, celebrities, fashion designers and **advertising executives**. **High end Photo Retouching**, Illustration & Colour Correction - **Art Direction** Editorial Photo Shoots, Web design

ELLAR GRAPHICS | PUMPKIN PATCH

Clients: Pumpkin Patch | Urban Angel

Retoucher & Colour Corrector | Illustrator | Retouching and Colour Correction

- Independent JAN 2002 - DEC 2005

Auckland

2D ARTIST/ANIMATOR / SPECIAL EFFECTS / VFX

VIRTUAL SPECTATOR INTERNATIONAL

2d Artist/Animator | Concept Artist | Illustrator

This position entailed travel and working all over the world for major clients such as **Americas Cup - Formula One Racing - WRC**. Onsite and off-site experience working along-side BBC and Channel 4. Because of the nature of the everchanging environment - **Flexibility to adapt and respond effectively in dynamic, live project situations was an absolute must**.

Interface design, 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/Off-site experience.

PACIFIC RENAISSANCE PICTURES - Xena/independent Films

Visual Effects Artist | Retoucher | Colour Corrector | Matte Painter | Texture Artist

Pacific Renaissance Pictures Specialised in 3D/2D visual effects, retouching, graphic **design and animation for television productions**, mainly known for the creation of Xena Warrior princess and Hercules. Key role effects artist and matte painter. Again this position required an **adaptable approach and ability to juggle multiple projects** and various types of work with ease.

George Port Specialises in **3D/2D visual effects and animation for television, documentaries and independent film & video**. Also worked in graphic design for a selected amount of clients, during my time at PRP FX I interacted on a regular basis and **coordinated** with numerous **art directors and producers** one on one. And gained valuable knowledge and expertise in **art direction and all aspects of production**. I also worked on a large variety of projects including my own design ventures.

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.

KNB EFX Group Inc. Howard Berger

Special Effects/Makeup Artist (2 years) LA Based

Special Effects Studio | XENA | Special Effects and Prosthetic Makeup. Onset, Puppeteering, **Prop making, Painting, Prosthetics**,

www.knbefxgroup.com

- Weta Workshop JAN 1996 - JAN 2000

Wellington

WORKSHOP ASSISTANT / PROPS /

WETA WORKSHOP | LOTR - General Shop Artsit

Miniatures, Props and Project Prep - working with directly alongside Peter and Richard in very early LOTR

+ ABOUT ME

Having a very **unique, diverse** and **sizeable skill set** under my belt from working in both the Film/Television & Design Industries for over 20 years, which ranges right the way through **Graphic Design, Special Effects, VFX, Art Department and Production**. I credit my **diversity, achievements and abilities to sedulous efforts** and often accomplishing more than is generally required. Consistently delivering to the **highest standard** possible, and with the ability to pick up new tasks very quickly has all **added great value** to my roles.

The opportunities attained throughout my career, amongst working alongside and being **mentored by some of the most experienced as well as talented Industry professionals** has given me great insight into not only the departments I have worked within. But has also given me an **immense appreciation and concise understanding** of how it all works in relation to the bigger picture. I like to know how things **work as a collective** and not just as a single entity.

For someone who **thrives on challenges and continued learning**, I believe no matter what our experiences are in both a professional setting and in regard to life on a daily basis, we don't always know everything. Therefore holding on-going **development and growth in very high regard**.