
LAURA WINGROVE

DESIGNER, VISUAL ARTIST AND ANIMATOR

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PROFILE

Laura is a multidisciplinary freelance artist, designer, illustrator and animator.

Her work is playful, bright and nostalgic, with attention to era-appropriate details.

SKILLS

Highly proficient graphic designer and 2D animator with excellent After Effects and Photoshop skills. Experienced in researching and creating era-appropriate graphics, motion graphics and props. Proficient in Illustrator, InDesign, Premiere, Lightroom and Dragonframe (Stop-Motion Software). Collaborative design is a specialty, as well as working across graphic styles and across animation mediums, from stop motion with paper cut outs to intricate digital animation in AfterEffects. Adept at time management, communication and fostering a creative team environment. Experienced in preparing designs for print and product manufacturing.

CV

EXPERIENCE- FREELANCE ART AND DESIGN

DESIGNER FOR RETROSWEAT - 2021- PRESENT

Graphics, props, animated titles, fabric design and research for Retrosweat, an Australian theatrical 80s aerobics company. Responsible for creating all visual and animated content, illustrating retro product launches and creating era-appropriate graphic posters, as well as ensuring cohesion across all graphics on their online streaming service.

PART TIME IN-HOUSE ANIMATOR AND ILLUSTRATOR, YOUR WORLD - 2016-2022

Creating campaigns, animations and illustrations for Your World's website and social media. Oversaw animated campaigns from storyboard to release, created documents and printed products, including illustrating their annual calendar.

FREELANCE ANIMATOR, DESIGNER AND ILLUSTRATOR – 2015-PRESENT

Creating designs, animations and illustrations, both for clients and as personal pieces. Clients include Retrosweat, The Strong Humans Club, Koala, playwright Heathcote Williams, Millennials: A New Musical, sexual health organisation SHAGMag, housing support charity Spectrum Centre in Camden and drag queen Aubrey Wodonga.

DESIGN TUTOR. UTS GALUWA INDIGENOUS DESIGN EXPERIENCE – 2015

Assisted with illustration, design, 2D and stop-motion animation workshops, and acted as a mentor to Indigenous Australian students interested in future creative work.

EXPERIENCE- COLOUR DESIGN

COLOUR DESIGNER, TITLE DESIGNER AND ANIMATOR, 'MOUNTAIN' MUSIC VIDEO FOR BAND MAMA JERK – 2020

Collaborated with animator and director Harrison Fleming to design colour palettes and animated opening titles for Mama Jerk and the Lady Fingers' music video 'Mountain'. The music video was independently created and financed, but competed with large-scale productions at London International Animation Festival and the British Animation Awards.

EXPERIENCE- PAINTING AND ARTMAKING

CREATION OF 'MEMPHIS DREAMS' BODY OF WORK – 2021- PRESENT

A body of work that spans large-scale painted canvases and printed digital artworks, to be exhibited in 2022.

MURAL, SPECTRUM CENTRE CAMDEN, 2018

Designed and installed a large scale mural in housing support charity Spectrum Centre in Camden. Created using Photoshop, acrylic paints and projection.

EDUCATION

BACHELOR OF DESIGN (FIRST) IN ANIMATION AND ILLUSTRATION, UTS- 2015

Graduated from the University of Technology, Sydney in 2015. Studied drawing, anatomy, painting, design, performance world building, art theory and observational drawing , as well as technical animation programs and methods.

EXHIBITIONS AND AWARDS

BudLife Magazine feature article, 2022

BudLife Launch Show, Goodspace Gallery, Sydney 2022

HagMag Illustration Commission, December 2022 Issue

Memphis Dreams, Body of Work Exhibition, TBC 2022

London Transport Museum Exhibition, Power Play Politics, 2018

ArtExpress2011 at the Art Gallery of New South Wales, Goulburn Regional Art Gallery, and Western Plains Cultural Centre, Australia, 2011

Customs House "Youth Up Late" Summer 2013. Autumn 2013

Chippendale Beams Festival 2013 and 2014

"7mm Project". Sydney's Central Park. 2015

Murtle Chickpea's Travelling Zine Museum. New Zealand. 2016

Taurunga Art Gallery Zine Fest, New Zealand, 2016

Nominee for the Etsy Art and Design Awards, AU/NZ Section, 2015

Winner of the University of Western Sydney Digital Media Prize, 2011