

SYDNEY SEEKFORD



813-842-2803



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www.sydneyseideup.net

EDUCATION

BACHELOR OF FINE ART // ANIMATION
Savannah College of Art and Design, Atlanta
2015-2019

SKILLS

- Basic Japanese (N5, untested)
- Conversational French
- Adobe Suite (PS, AE, ME, AI)
- Toonboom Harmony and SBP
- Microsoft Suite
- Public Speaking
- Presentations
- Leadership
- Former Teacher, Tutor

PROFILE



Living in cities such as Shanghai, Hong Kong, and Tokyo has given me insight into the draw behind East-Asian globalization and its success in America. I hope to be able to use my unique perspective to continue to expand the popularity and presence of Japanese content on the international stage.

EXPERIENCE

Art Director

Tutorial >SKIP? | Atlanta | 2018 –2019

As the art director for a short film inspired by JRPG franchises, I drew upon classic game elements to create the look-and-feel of the film. This included doing all character design, approving final visuals created by the compositor, and supervising a team of 10 animators to ensure on-model drawings and in-character acting. I was also responsible for directing voice-actors in a professional studio setting, storyboarding, creating blocked-in layouts, animating, and doing all marketing and PR on the film. This includes creation of the skiptutorial.com website, press kit, and arbitrating conflict resolution between collaborators.

Visual Branding Intern

Arigato Japan Food Tours | Tokyo | Fall 2018

Working within the guidelines of an existing logo, website, and color palette, I worked to expand the visual branding of a Tokyo-based food tour company. This work included field-research in Tokyo to gauge the tone of the tours and audience needs and remote creation and delivery of assets. I created a set of 2 main mascots and a template for adding on to the cast, as well as a short, animated bumper and social media infographics. The goal of these projects was to market Japanese content to English-speaking consumers in a simple and immediately recognizable way.

Marketing Intern

Housing Japan | Tokyo | Summer 2018

To address the expanding needs of a luxury real estate company, I worked to create marketing materials such as EMS mailers, articles, and online and print ads. This work extended into business development for a new subsidiary of the company, focusing on luxury goods and services. Research for this project included meetings with luxury automobile company representatives and assessment of potential corporate partnerships with Japanese luxury brands. I began work on the preliminary stages of logo and brand development for this venture as well. I also had the opportunity to create a promotional, animated video for the company which has been praised as the first of its kind to be seen within the industry.

Staff Intern

KidScreen Summit | Miami | 2019

I was responsible for running mics, working with the AV crew, answering questions and giving directions, and generally facilitating a helpful experience for delegates including representatives from VIPO, FanWorks, SDI, and others during the convention, panels, and parties.

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2019



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採用ご担当様

As a recent college graduate, I have had many opportunities to grow my skills and become familiar with different positions and roles in the entertainment industry. My previous experience studying and working in places such as Shanghai, Hong Kong, and Tokyo has given me an interesting background of knowledge in East-Asian media. As a fine artist by trade, I am very interested in the unique visual style and appeal of Japanese content.

My goal as a professional is to continue to boost the success and presence of Japanese intellectual property (IP) and brands, especially in foreign markets such as the U.S. Japanese IP has great potential for influence not only within Japan, but also abroad, due to its unique food, yuru-chara, fashion styles, and game/television anime characters. By continuing to create compelling narratives, relatable characters, and profitable licensing and distribution deals, Japanese media makers have a great chance to reach many more people.

My experience working in both Japanese corporate office and start-up environments, as well as my Japanese language experience make me well-suited as a foreigner to adapting to many kinds of workplaces. Working in marketing and branding departments has expanded my expertise past art-direction and character design to allow me to tackle projects with a business-minded approach.

I hope that my unique point of view can be of benefit to your company, and that we can continue to grow the success of Japanese media and entertainment all over the world. Thank you for your time and consideration.

お忙しいなか恐縮ですが、どうぞ宜しくお願いいたします。

SYDNEY SEEKFORD

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