



## Anatomy of a Concept Artist\*

Contact me

I was born in



**Namibia**  
(Windhoek)

I speak / Ich spreche...



**English**  
(fluent)



**Deutsch**  
(fließend)



**Afrikaans**  
(n bitjie)

### Software



Ps

Ai

Ae



- Team player
- Hard worker
- Meets deadlines
- Positive attitude
- Accepts feedback
- Diverse background
- Worldwide experience
- Flexible hours/schedule
- Extra-ordinarily creative
- Excellent communication



I have worked with companies on six continents (still hoping for Antarctica!), giving me a cosmopolitan worldview that brings a fresh perspective to any project.



<https://koncepta.co/>



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108 C St.  
Salt Lake City, UT 84103



Concept Art



Characters



Illustration

Examples (over) →



Traditional Art



Photo Retouching



Architectural Mockups\*

\*Portfolio available upon request

## Experience

2017 – Adforce (Graphic designer)

2019-Present – Koncepta (Owner, Freelance Concept Art)

### Major Projects

Diamond Games Inc, Canada (Gaming)

- UI/UX, Unreal Engine, and Artist for game currently in development

Alleyway Games (Gaming)

- Concept art, creature design, and gameplay development for new game

Bloodline Generations (Gaming)

- Promotional, icon, and UI art

Ruthless Games (Gaming)

- Promotional Art
- Establish new environment concepts

Konstantin Consulting (Theme Park & Festival Architecture)

- Design park maps for visitors
- Redesign existing mockups to refresh them
- Conceptualize Christmas and summer market themes
- Design dozens of original architectural mockups for new rides, stands, playgrounds, and sales kiosks

## Education



2018-2019: FZD School of Design (Singapore)

- Diploma, Concept Art & Industrial Design

2022: Quality Leadership University (Panama)

- Business Communication



\*This resume and all artwork was custom designed and hand-drawn by me :)



Art



Gaming



Fitness



Travel



Hiking



Gardening

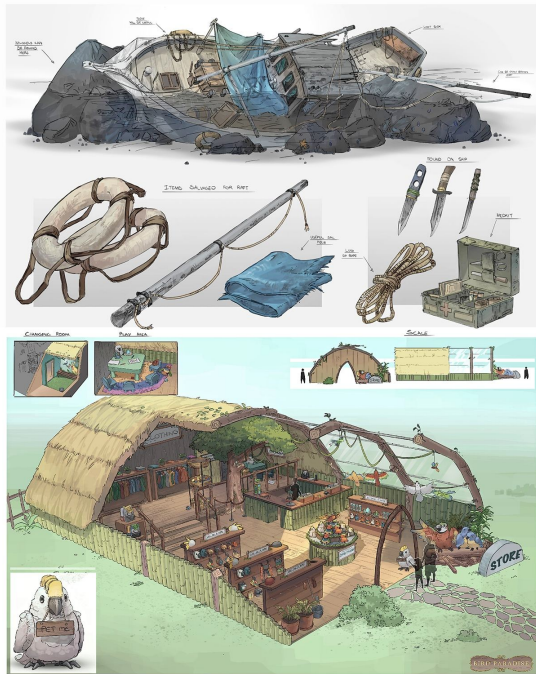
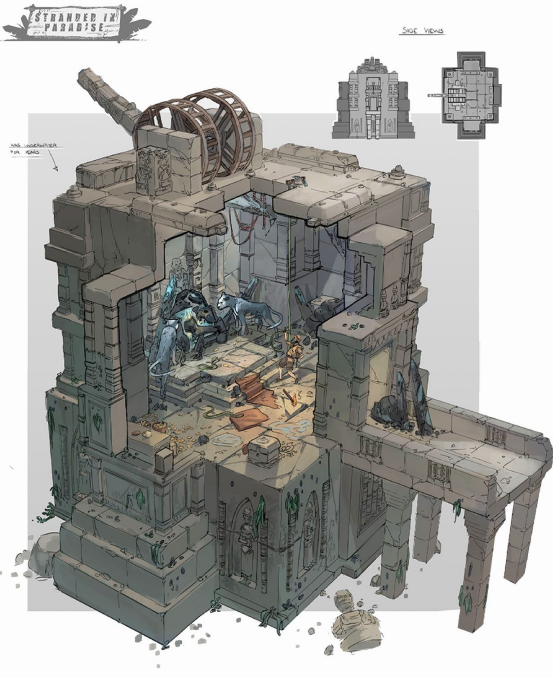


Scuba



Anime

CONCEPT ART



I am passionate about designing environments, scenes, and objects with creative details that cohesively follow themes and motifs.



CHARACTERS



My goal is to tell the story of the character by including cues about their personality in their body, clothing, hairstyle, stance, and expression.



ILLUSTRATION



Flow and framing are the key to my process when I draw so I can guide the viewer to effortlessly discern the most important details.



To view my public portfolio\*, please visit my website at <https://koncepta.co>

# MICHELLE E. MEDFORD

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*I love putting my talents to work in the service of creating outstanding art and always bring my full enthusiasm to every project.*

I have a unique background: Fluent in both English and German, I was born and raised in Africa (Namibia), attended universities in Singapore and Panama, have lived in Europe, and am married to a photographer from America. I have worked for clients on six continents, giving me a cosmopolitan worldview that brings a fresh perspective to any project.



## EXPERIENCE

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**Koncepta**, Namibia/Scotland/Panama

**2019-Present: Owner** (Concept Art & Design)

### Major Projects



- Diamond Games Inc, Canada (Gaming)
  - UI/UX, Unreal Engine, and Artist for game currently in development
- Alleyway Games, St. George, UT (Gaming)
  - Concept art, creature design, and gameplay development for new game
- Konstantin Consulting, Germany (Theme Park/Festival Architecture)
  - Design dozens of original architectural mockups for new rides, stands, playgrounds, and sales kiosks
  - Design park maps for visitors
  - Redesign existing mockups to refresh them
  - Conceptualize Christmas and summer market themes
- Bloodline Generations, USA (Gaming)
  - Promotional, icon, and UI art
- Ruthless Games, Bulgaria (Gaming)
  - Promotional Art, Establish new environment concepts

**Adforce**, Windhoek, Namibia

**2017** – Graphic designer

## SOFTWARE

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I am adept in Adobe Photoshop, Illustrator, After Effects, Unreal Engine, Sketch Up, ZBrush, and Office.

## STRENGTHS

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Team player, hard worker, meets deadlines, positive attitude, accepts feedback, worldwide experience, flexible hours/schedule, extra-ordinarily creative, excellent communication skills.  
*Extensive understanding and consumption of Anime films and series.*

## EDUCATION

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**2018-2019** – **FZD School of Design** (Singapore)

*Diploma, Concept Art & Industrial Design*



**2022** – **Quality Leadership University**, (Panama City, Panama)

*Business Communication, 4.0 GPA*

\*Please email me if you'd like a copy of my private Architectural Mockup Portfolio