



YAZMIN SERNA

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EXPERIENCE

"Phantom Fun Arcade" Art Director/Concept Artist

Daniel Animation LLC (February 2025- Present)

- Contributed to the visual development of an indie animated project by designing key visual elements such as props, concept art, and 2D layouts

Visual Designer

WIA CSUF (Jan 2025- Present)

- Designed event posters and graphics distributed through both social media and campus

"Breaking Into Animation" Character Designer

WIA Mentorship Program (October 2024-February 2025)

- Designed and illustrated original character concepts, turnarounds, special poses, and character expressions
- Worked closely with production lead, translated preliminary designs and styled on model

Visual Development "Bugs and Well Wishes"

Fullerton, Ca (August 2024- December 2024)

- preproduction for a short film visual development project/ Senior Project
- Written story outline detailing film synopsis, characters, and world building
- Illustrated and developed character designs, props and environmental paintings

EDUCATION

BFA In Entertainment Art And Animation

California State University, Fullerton

EXHIBITIONS/ ACKNOWLEDGEMENTS

ASI Student Art Show

Fullerton, CA, November 2024

ASI Student Art Show

Fullerton, CA, April 2024

WIA Student Exhibition

Fullerton, CA, March 2024

- 2nd place Winner in the Digital Art Category

Year of The Titan Zine

September 2024- January 2025

- Produced two full color digital illustrations

Gender Zine

December 2023 - June 2024

- illustrated a full page spread pertaining to a theme
- featured page artist

SKILLS

- Adobe Photoshop, Adobe Illustrator, Maya, ZBrush, ToonBoom Storyboard Pro, Toon Boom Harmony, Procreate
- Spanish- Native Proficiency