

Lucy Gatenby

2D Generalist | Brighton Based

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Personal Profile

A creative leader with over 5 years of experience in 2D and hybrid 2D/3D animated productions, with a strong understanding of the full animation pipeline from pre to post-production. I have directed teams of up to 40 artists, delivering clear and constructive feedback to leads and departments, and have collaborated closely with clients to maintain consistency with their creative vision. I bring a warm and positive energy to every project - I love sharing knowledge, supporting the people around me, and finding ways to translate my genuine passion for storytelling into everything I make.

Key Skills and Achievements

Software: Toon Boom Harmony, Adobe After Effects, Premiere Pro, Cinema 4D, Cavalry, Photoshop, Illustrator, Maya & Nuke (2D Pipeline Integration), 2D Particle Simulations, Ftrack, Google Suite

Recognised for Leadership & Team Coordination

- Promoted to Lead role at Blue Zoo after 5+ years, managing a team of 3 artists
- Directed a team of 40 artists to meet film festival deadlines, providing notes and feedback to maintain creative vision and meet production schedules
- Led the onboarding of new starters, providing tutorials and training at Blue Zoo
- Organised and indexed 2,000+ assets independently
- Transitioned a large team of artist's workflows to fully remote during lockdown

BAFTA GSA Shortlisted Director & British Animation Awards Nominee

- BAFTA GSA Shortlisted (2021) - selected from 680+ international submissions across 34 countries
- British Animation Awards: Best Undergraduate Film nominee (2022)
- Winner of Best Animated Film at the London International Student Film Festival (2021)
- Winner of Best Overall Film at the Nahemi Canon Competition (2020)

Commercial & Branding Awareness

- Evolved established design languages and visual frameworks to maintain consistency across pipeline
- Shaped digital content with distribution awareness and keeping within IP/licensing branding

Employment History

Lead Motion Graphics Artist | Blue Zoo Animation Studio

3D / 2D Hybrid (Under NDA)

Jul 2025 - Present

- Leading the motion graphics team delivering fun impactful 2D animated motion graphics videos, as well as episodic assets for integration within 3D environments; strong focus on design quality and hitting key story beats
- Built strong client relationships through regular WIP meetings; contributed creative solutions whilst maintaining the client's vision throughout production
- Translated client briefs into clear animation requirements on Ftrack, providing precise direction to ensure assets were efficiently integrated and reusable in After Effects
- Onboarded new starters with tutorials and workflow guidance whilst maintaining personal episode deadlines

Lead Props Designer & Rigger / Mid Composer | Blue Zoo Animation Studio

Supertato Season 2 - CBeebies

Mar 2024 - Jul 2025

- Led the props department, overseeing asset creation and providing feedback to maintain technical consistency across deliverables in Toon Boom Harmony

- Orchestrated the integration of the show's first 3D vehicle asset, developing a seamless 2D workflow in collaboration with the Technical Director
- Contributed to production planning discussions, offering solutions for asset pipeline improvements and workflow optimisation
- Simultaneously supported multiple teams acting as a key asset to fill crucial gaps in the production pipeline
- Character rigging artist for three weeks - reused existing character rigs, but due to scaling arms and legs were redrawn and adjustments were made to line weight and deformers.

Mid 2D FX Generalist | Blue Zoo Animation Studio

3D / 2D Hybrid TV Show (Under NDA)

Jan 2023 - Feb 2024

- Applied treatment to hand drawn FXs in After Effects. Developed the overall FX look for the series
- Learnt 3D techniques in Maya in order to support the integration of 2D FX in a 3D environment, gaining practical understanding of hybrid production pipelines
- Provided informal training and guidance to team members on After Effects workflows and 2.5D pipeline processes
- Attended client meetings and relayed key feedback points to internal teams to ensure cross-department alignment

Prop Build Artist & Prop Designer | Blue Zoo Animation Studio

Supertato Season 1 - CBeebies

Nov 2021 - Jan 2023

- Collaborated with the Art Director from concept through to final design; delivered animator-friendly Harmony-rigged assets including complex rotation rigs and vehicles in Toon Boom
- Contributing to asset pull meetings by identifying challenges and proposing solutions
- Reviewed and assessed teammate prop rigs in weekly sessions, providing constructive feedback to maintain consistency and quality
- Supported the animation team by delivering rig launch demonstrations and ensuring assets were ready for use in production

Other Roles at Blue Zoo Animation Studio

2020 - 2025

- **Character Designer** - Rafi the Wishing Wizard // CBeebies // Apr 2025
- **Harmony Breakdown Artist** - Lego City - No Limits Season 1 // Jan 2023
- **Mid 2D Compositor** - Millie and Lou // YouTube Kids // Sept 2021 - Nov 2021
- **Junior Rigging Assistant & 2D Compositor** - It's Pony! Season 2 // Nickleodeon // Apr 2021 - Sept 2021
- **Scene Build Artist** - It's Pony! Season 2 // Nickleodeon // Sept 2020 - April 2021

Motion Graphics Artist | El Carousel Ltd

Internship

Jan 2018 - Sept 2018

- Rigged and animated a 4-minute animation in After Effects working directly with the studio director
- Created digital ad campaigns and news banners for broadcast TV, including motion graphics for the BBC Holby City / Casualty crossover digital campaign and supported brand asset adaptation across multiple formats and platforms

Short Films

- Case Closed (2020, Director) - Adapted to remote production during the pandemic; BAFTA GSA Shortlisted & BAA nominated
- Coronavirus Poem (2020, Director) - Directed a team of 20 artists during lockdown; premiered on BBC Spotlight

Qualifications

- BA (Hons) Animation & Visual Effects Falmouth University, First Class Honours
- Level 4 Diploma in Art & Design - University Arts London, Awarded Distinction