

Sarah Fay Krom

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Professional Experience

Independent

2010 – present

Designer/ Director

Creative direction, artistic direction, design and production for projects and commercial titles in interactive and digital media. Overall vision and concept design, interaction design and user experience, art production. Comfortable with a range of technologies and platforms. Focus on games, interactive media for education and interactive story development.

IDEAforia Pte. Ltd.

2005 - 2010

Director

IDEAforia (euphoria over ideas) was launched in Singapore and then New York City with partner, Edward Bakst. The company's mission was to inspire and educate users of media-related technologies to see them as a creative extension of their imagination and ideas. We conceptualized and developed projects that highlighted technology as a creative language for expression and a springboard for innovation; consulted for a variety of academic institutions and commercial entities who wished to emphasize this approach. My focus was the evolution of story in an interactive environment and the intersection of interactive media, games and education. I also conducted research into the relevant existing and emerging technologies, co-wrote proposals and generated preliminary business plans. Large-scale proposals included an interactive story theme park, interactive playground for a childrens' museum, an experimental educational space and an "imagination" city for research and innovation.

Game Lab@NTU

2004, Singapore

Founding Director/Creative Director

In this role I defined and promoted the vision, goals and methodologies behind the Game Lab. The resulting design focused on two major areas of game development: 1) creative use of technology for the advancement of game media 2) exploration and initiation of new arenas in game design, theory and practice. Responsible for initiating all aspects of establishing the lab: budgeting, infrastructure plans, hiring and managing personnel, incorporation of research students and staff into the working of the lab. Defined and initiated industry and academic relationships, potential client base and research collaborations and partnerships. Developed project proposals. Presented and promoted to such governmental bodies as MDA, IDA, MOE, DSTA, SCME; academic bodies as NIE, USC, ICT; and external institutions such as National Library Board, Singapore Art Museum. Special emphasis on Interactive Storytelling, Games for Education, Serious Games and Internationalization.

Backbone Entertainment *Art Director*

2002 - 2004

Design and production of artwork for commercial and educational games. Supervised a team of artists working in traditional and digital methods, and acted as a liaison with the engineering staff. Involved in adapting the game designs from the original design document as the project evolved. I worked with new or proprietary hardware platforms that required close communication with the engineering staff, and a thorough understanding of the artistic limitations and possibilities from an engineering perspective.

Clients Included: Nokia and Sony/Activision, Leapfrog, Riverdeep/ShoPro

Independent

1996 – 2002

Designer/ Director

Designed and implemented various projects in digital media, traditional animation, computer games and website design. Involved in a variety of production aspects: animation direction, character animation, visual effects, storyboards, background layouts, character design, interface design, sound editing, and programming.

Partial Client List: Nickelodeon/Broderbund, Hasbro/Imagineengine, Mattell/Imagineengine, Discovery Channel, Arby's, Wildbrain Studios, Cingular Wireless, Ecards.com

Consulting: Cartoon Network, Strotzman Inc., Great American Beer Festival, DeAnza College

Awards: Showsouth Silver Award: Interactive

ASIFA-Atlanta
2001 – 2003, Atlanta GA

President

National chapter of UNESCO's International Animation Association. Represented ASIFA-Atlanta at Ottawa International Animation Festival, Canada, and Annecy International Animation Festival, France. Built or maintained relationships with local organizations and schools such as Image Film and Video, Atlanta College of Art, SCAD, Atlanta Art Institute, as well as local studios such as Cartoon Network, Primal Screen. Programmed screenings throughout Atlanta. Wrote articles for monthly newsletter and website. Organized and managed ASIFA events at Atlanta Comicon 2003; Moderated panels and conducted interviews.

**Cunningham
Communications, Inc.**
1995-1996, Palo Alto, CA

Designer, Multimedia Specialist

Design, creation and production of multimedia presentations, collateral, print media for the firm's public relations clients. Involved in storyboard concepts through final production of on-line presentations and animated CD-ROM media; design and implementation of corporate websites.
Clients: Cisco Systems, IBM, @Home, Hewlett-Packard, Xerox, Motorola, and Novell.

Visix Software Inc.
1990 – 1995, Reston, VA

Designer, Production Manager

Designed, created, and produced all marketing materials, collateral and promotional items; wrote and produced computer video for promotion at tradeshow. Computer illustration, graphic design for online and print, awards and toy designs. Testing and QA for GUI products. Icon and interface (GUI) creation for multiple computer operating systems (Unix, IRIX, Ultrix and OS2).
Clients: J.P. Morgan, Oracle, Sun Microsystems, Sybase

Various
1988 – 1990

Computer Graphic Artist

CH2M HILL, an Environmental Engineering Firm (Fairfax, VA), and University of Pittsburgh, Schools of Biomedical Applications and Psychology (Pittsburgh, PA)

Academic Experience

**National University
Singapore**
2006, Singapore

Lecturer

Designed and taught a course on "Interactive Storytelling" that builds upon concepts in game design and visual storytelling in film and animation, and incorporates new approaches to interaction design that gives the user an integral role in the story's creation and experience.

**Fachhochschule Kiel
Univ. of Appl Sciences**
2005, Kiel, Germany

Lecturer

Designed and taught a two-week masters module on "Interactive Storytelling" for their International Master of Multimedia Production.

DeAnza College
1996 – 1999, Cupertino, CA

Animation Faculty

Designed, developed and taught a range of courses for animation and multimedia: Introduction to 2D and 3D Computer Animation, Drawing for Animators: Focus on Human Figure in Motion and Animal Locomotion; emphasis on Animal Biomechanics and Comparative Anatomy.

Education

**Carnegie Mellon
University**
Pittsburgh, PA

Bachelor of Fine Arts

Graduated first in class, second in the College of Fine Arts.
• Majored in drawing with concentrations in Computer Graphics, Film and Animation
• Specialized course on 3D animation and modeling with UNIX-based Synthavision
• Additional courses taken through **Pittsburgh Filmmakers Media Arts Center**.
• Received special scholarship from the College of Fine Arts for GPA standing