

CEDRIC PIERRE WURM



Hello! I'm Cedric. Originally from France, Germany, and the USA, I've always loved to learn, solve problems, and make things. I'm happy when building worlds, and happiest when good coffee is involved.

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PROJECTS

FEB 2023- PRESENT



FREELANCE CONCEPT ART

Getting back into concept art and illustration with some worldbuilding and early-stage concept client work. Reach out to me if you'd like access to this private gallery.

JAN 2022 - JAN 2023

EXCELLGENE SA

Head of Brand & Digital Marketing

ExcellGene is a B2B biotechnology service company. I was responsible for marketing plans and budgets for 2018-2022. I built and maintained a website that funnels leads to the sales team, developed and executed strategies for value proposal & web content, social media, newsletter & ads. Company yearly revenue increased and headcount grew from 25 to >75 employees, with much of this growth attributed to increased online presence. Other responsibilities:

- Brand style creation, company MS Office templates & brand collateral;
- Tradeshow attendance and booth coordination, design; organisation of our own scientific symposium;
- Job posting & follow-up to support HR during company growth;
- Sales material creation, implementation of a CRM for sales team, ongoing sales team support;
- Press release creation and coordination.

DEC 2020 - DEC 2021

EXCELLGENE SA

Marketing manager

NOV 2017 - NOV 2020

EXCELLGENE SA

Freelance design & marketing services

FEB 2016- MAR 2017



GOODGAME STUDIOS

Concept artist, *Alpha Assault* mobile war strategy game

- Environment, building and vehicle concepts, in-game illustrations;
- Art direction support, as we did not have an art director on the project.

FEB 2015



GOODGAME STUDIOS

Junior concept artist, *Legends of Honor* web & mobile medieval strategy game

- Mood paintings, building designs, dialog illustrations, in-game character artwork;
- Matte painting & problem-solving with client developers to achieve tiled parallax landscapes.

SEP 2014

GOODGAME STUDIOS

Trainee concept artist

- Concept art for various studio needs and game project pitches, including successful *Legends of Honor* pitch.

2012 - 2014



OMNI-LABS LTD.

Ingame graphic novel for sci-fi game

- Concept art, storyboarding, pencilling, inking and coloring of an 18-page video game prologue comic book.

JUL-AUG 2012

STRONGMAN GAMES LTD.

Concept art internship in a game development studio

- Character, environment design and game asset creation for various projects.

2009 - 2011



FREELANCING & INDIE PROJECTS

Pixel art for video game projects

- Graphics, level and game design for 3-man retro casual mobile game project

EDUCATION

2011 - 2014

FALMOUTH UNIVERSITY

Bachelor's Degree in Illustration, Foundation Diploma in Art & Design