

YVONNE MOJICA

GRAPHIC DESIGNER · ILLUSTRATOR · ANIMATOR

Twenty years of set and prop graphics, illustration, animation, packaging and print for television and film — on shows that won Emmys while the paperwork in the background held up in high definition. Before that, the first websites a run of magazine and beauty brands ever had, back when nobody had built one yet.

SELECTED CREDITS

Television	30 Rock · Unbreakable Kimmy Schmidt · Bull · Elementary · Law & Order · Vinyl · Curb Your Enthusiasm · Quantico · Nurse Jackie · Chappelle's Show · Strangers With Candy · Upright Citizens Brigade · Believe · Human Giant
Film	New York I Love You · Lola Versus · My Sassy Girl · Dedication · Blind Date · An Invisible Sign · Whatever Lola Wants · Relay · A Dennis the Menace Christmas · The Golden Globes
Commercials	Pepsi · Taco Bell · JetBlue · Dunkin' Donuts · MTV Networks

TELEVISION & FILM

Lead Computer Artist & Designer — Bull, CBS

NEW YORK · 2016–2022

Set design and set decoration graphics, logos, signage and packaging, plus the photo-realistic renderings that let a production designer and director see a set before anyone spent money building it. Wrote the graphics workflow the crew worked to, and produced destruction renderings for post.

Lead Computer Artist & Graphic Designer — Unbreakable Kimmy Schmidt, Netflix

NEW YORK · 2015–2016

Parody brands, logos and packaging; caricature and multi-media illustration; retouching and composite work; animation in After Effects and Flash, including animation designed for post.

Lead Graphic Designer & Animator — 30 Rock, NBC

NEW YORK · 2006–2013

Corporate parody design, illustration and animation for every department, across seven seasons. Invented commercials, network packaging, prop print, and the fine print viewers paused their televisions to read — the subject of a Wired feature on what high definition did to set graphics.

Graphic Designer — Chappelle's Show, Comedy Central

NEW YORK · 2005–2006

Graphics, logos and packaging for props, set dressing and costumes, plus animation design for post.

Graphic Designer — Upright Citizens Brigade, Comedy Central

NEW YORK · 2000–2001

Graphics, logos and packaging for props, set dressing and costumes; animation design for post.

Freelance Graphic Designer

NEW YORK · 2006–PRESENT

Film, television, commercials and web, for the clients listed above and others.

DIGITAL, BEFORE IT WAS A DEPARTMENT

Web Designer, Content Producer & Writer — Lagardère / Hachette Filipacchi Media

NEW YORK · 2001–2004

Creative and programming concepts for editorial and sales across ELLE.com, ELLEgirl.com, Premiere.com, CarAndDriver.com and WomensDay.com. Photo editing and optimisation for ELLE.com, copywriting and article authoring across the group, and creative for the US television expansion of the Lagardère brands. Mentored a print photo editor into web skills so ELLE.com could hit its Fashion Week delivery and traffic targets.

Launched the first online Printables business model, on WomensDay.com — printable character-driven games and craft projects — then developed it into a sales concept with Pepperidge Farm. It is now an entire cottage industry that other people make a living from.

Creative Director & Lead Web Designer — Cybergrrl, Webgrrls, Femina

NEW YORK · 1997–2000

Produced and illustrated The Adventures of Cybergrrl, the first interactive comic strip created for and published on the internet. Set and ran the creative direction for the sites and their community features, and curated editorial and advertorial content for clients including Avon, Estée Lauder, Planned Parenthood of NYC and Jane Cosmetics. Travelled with the Lilith Fair women's rock festival as an on-the-road reporter, producing celebrity interviews, articles and graphics.

WHAT I DO

- Photo-realistic concept mockups and set renderings
- Branding, logo and signage design and production
- Package design and production
- Hand-drawn illustration, caricature and cartooning
- Retouching, compositing and high-fashion photo editing
- Animation and video editing
- Sketch rendering and stylistic drawing to brief
- Graphics for post production

TOOLS

Adobe Creative Suite · After Effects · Nomad 3D sculpting · iMovie · GarageBand · WordPress · Google Workspace · Microsoft Office

ALSO

Stand-up comedian — New York, 2000–2006

Comic book creator — 1990s — self-published, later published by Modern Comics

Off-Broadway stage set design — New York, 1990s

EDUCATION

Art Students League of New York — Independent studies, 1995–1997

BCAT studio production licence — Directing live to tape and remote TV production, 2001