Lula Setahul

3D Artist & Motion Designer

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Cheltenham, UK

Summary

A dynamic and self-motivated Multidisciplinary Designer, with a strong foundation in both traditional art forms and digital design. Skilled in translating concepts into modern visual experiences by blending creativity with technical precision. Experienced across motion graphics, 3D modelling, concept design and video editing gained through hands on experience at Royal Holloway University. Always looking to improve my technical skills and challenge my creative abilities.

Work and Experience

Digital Designer

Re-Curated

Freelance 09/2025 - present

• Brand Visualiser and motion graphics designer for website and social media content. Advertisements helped launch online presence for a small start up business, Re-Curated.

Part time sales associate

Tommy Hilfger

Cotswolds Designer Outlet, 10/2025 - present

Game Designer

Advanced Final Project Shadow Island (Demo Game)

Royal Holloway University, 2025

• Engineered a 3D island environment in UE5. Used the blueprint system to implement engaging game mechanics and utilised Sequencer to produce a captivating cutscene video.
• Conceptualised and created multiple stylised assets, optimising performance through the baked texture maps.
• Developed a 'game ready' character from 2D concept to final model, with Zbrush sculpting and retopology workflows in Maya.

Lead Artist

Indie Game Project - Killionaire (Game)

Royal Holloway University, 2024

• Lead artist and concept designer within a small team of three, developing a 2.5D game using Unity.
• Coordinated team schedules via Trello and organised regular meetings to brainstorm ideas and designs and to track progress for project deadlines.
• Delivered our game concept pitch to an audience, feedback helped to refine the final game design document.
• Designed 2D UI elements that consistently aligned with the game's art style
• Modelled and textured 3D assets to be used as obstacles within gameplay levels.

Barista

Curly Wurly Café

Sunningdale, 12/2023 - 7/2025

Education

Video Game Art and Design BA First Class Honours

Royal Holloway University of London, 09/2022 - 07/2025

A Levels Art (A*), Film Studies (A), Psychology (A)

Prince Henry's High School, 2018-2020

Skills

Software

Unreal Engine 5, ProCreate, Blender, Maya, Zbrush, Adobe Premier Pro, CapCut, Adobe After Effects, Adobe In Design, Adobe Substance Painter, Canva, PicsArt

Personal

Adaptability, Creative Direction, Conceptual Thinking, Problem Solving, Collaboration, Innovation, Visual Storytelling, Organisation, Communication, Reliable, Time management, Attention to detail, Resilience, Ideation, Consisitency.

Certifications and Short Courses

Gold Arts Award

Prince Henry's High School 2019

Involved learning a new art skill, volunteering and worked as set designer to organise a small play.

Making Change Media

Plymouth College of Art 06/2021 - 7/2021

A Short course exploring the fundamentals of photography, animation and compositing visual art forms.

Fundamentals of Digital Marketing

Google Certification (on-going)