

# Sarah Fay Krom

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## Professional Experience

### **IDEAforia Pte. Ltd.**

*Current*

#### *Director*

IDEAforia (euphoria over ideas) is a new creative media company launched with partner, Edward Bakst. The company is dedicated to the development of original concepts, innovative ideas and solutions, project design and creation, and consultation to creative media and academic consultants. I am currently investigating interactive storytelling and games for education, blending story, game, animation and film to develop new concepts in interactive media.

### **Game Lab@NTU**

*2004*

#### *Founding Director/Creative Director*

In this role I defined and promoted the vision, goals and methodologies behind the Game Lab. The resulting design focuses 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 and implementing 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 bodies as National Library Board, Singapore Art Museum. Special Project Emphases on Interactive Storytelling, Games for Education, Serious Games and Internationalization (understanding gameplay in different cultures).

### **Backbone Entertainment**

*2002 - 2004*

#### *Supervising Art Director*

Design and production of artwork for interactive gaming environment. Supervised a team of artists working in traditional and digital methods, and liaised with the engineering staff. Involved in adapting the game designs from the original design document as the project evolved, or creating new games as needed. I specialized in new or proprietary hardware platforms that require 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, Multimedia Specialist*

Involved in various projects in digital media, traditional animation, interactive games and animated corporate websites. 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/Imaginengine, Mattell/Imaginengine, Discovery Channel, Arby's, Wildbrain Studios, Cingular Wireless, Ecards.com

Consulting: Cartoon Network, Strotman 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 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 all 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 with a heavy 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

## **Conferences**

2006, Singapore  
2005, Singapore  
2004, Singapore  
2004, Singapore  
2004, Singapore  
2004, Singapore

Speaker, *Asian Game Developer Summit, Singapore*

Speaker, *Asian Game Developer Summit, Kuala Lumpur Malaysia*

Speaker, *Planet Games, Singapore Science Center*

Moderator, *Virtual Reality Continuum and its Applications in Industry (VRCAI)*

Speaker, *Gamesphere 2004*

Juror, *Comgraph 2004*

## **Workshops**

2007, Singapore

Ministry of Education, “*Media Sensitivity: Awakening Our Media-Senses in Interactivity, Media Literacy and Related Technologies*”

## **Articles**

2005

Animation World Network, “*DELFI 2005: Bridging the Cultural Divide in Digital Entertainment*”