

Lena Natero W.

MEDIA ARTIST & EDUCATOR

Education

BFA in Interactive Media +
Creative Writing Minor

Florida State University | 2011-2015

3.94 GPA | Summa Cum Laude

MFA in Design Media Arts

University of California Los Angeles | 2017-2019

4.0 GPA | Summa Cum Laude

Work Experience

2019 - 2024

Lecturer

UCLA Design Media Arts

Instructed the Drawing & Color and Video Art undergraduate course. Developed original syllabi, course materials and lesson plans. Introduced students to digital imaging and video software, design concepts in image and motion, animation, and comprehensive video editing and production knowledge.

2023

Visiting Lecturer

Scripps College Media Studies

Instructed the Interactive Narrative Design introductory undergraduate course. Developed an original syllabus course work and lesson plan. Introduced students to Twine, HTML/ CSS /JS, Adobe Photoshop & After Effects to build their own interactive narrative games.

2020 - 2023

Creative Producer

Anachronic

Co-founded this creative studio to create lyric & music videos, and animations for music industry artists, music festivals, and fashion brands. Producer, project manager, video editor, colorist, animator and VFX artist. Develops pitch decks and budget proposals to conceptualize projects, attracting a wide range of notable clients including Dolls Kill, Mike Shinoda, Weezer, Train, Eminem, Steve Aoki, & more.

2017 - Present

Video & Media Producer

UCLA Game Lab

Creates videos, graphics, animations, interviews, articles and social media posts for the UCLA Game Lab's web presence. Launches online campaigns to draw candidates to job calls within the department, and attract students to the UCLA Game Lab Summer Institute. Completes integral administrative tasks.

2020 - 2023

Summer Institute Instructor

UCLA Game Lab

Develops the course material, tutorials, and lectures to instruct Character Animation class at the UCLA Game Lab Summer Institute for high school students for both in-person and virtual classes. Developed virtual tutorials, class lessons and modules for remote learning.

2017 - 2019

Teaching Associate

UCLA Design Media Arts

Acted as a teaching associate for the Networked Media, Video Art, Design Culture, and Media Histories courses. Assisted students with technical and conceptual questions regarding course materials and graded student papers.

Selected Projects

2018 - 2020	Nightmare Temptation Academy PC Game Conceptualized, directed, developed, animated, Illustrated, wrote & performed a feature length musical role-playing game exploring the illusion of player choice and structural helplessness in game design.	2018 - Present	UCLA Game Lab Interviews Video Interview Series Conceptualized, directed, produced, edited, & created graphics for a series of video interviews with students and researchers at the UCLA Game Lab about the games they created.
2016	Fulbright-mtvU: Outspoken Video Interview Series Directed, edited, created graphics & developed a website for a series of video interviews with South African artists researching the intersection of music, art, activism and feminism.	2015	Viral Browser Game Conceptualized illustrated animated developed & wrote Viral in collaboration with Costcodreamqurl, with contributions from Owen Mundy & Elizabeth Mputu. A game examining how self-commodification exploitation & identity construction manifest on social media.
2014	F*** Everything Browser Game Independently developed & created all aspects of F*** Everything. A web browser game subverting the canon of heteronormative American dating-simulation games through an exploration of sexually, gender identity & power in virtual spaces.	2013	Maybe She Likes It? Graphic Novel Wrote and illustrated a research-based graphic novel about coming of age on the early internet. Research includes an interview with artist Masami Teraoka. Created for the FSU Undergraduate Research and Creative Activity Award, the top award available to undergraduate students.

Selected Honors

2021	Nuovo Award Nominee at Independent Games Festival for my game Nightmare Temptation Academy	2020	Most Amazing Award at A MAZE. International Games & Playful Media Festival for my game Nightmare Temptation Academy
2020	Lumen Prize Longlist for my game Viral	2019	Night Games Award at IndieCade for my game Nightmare Temptation Academy
2018	Elaine Krown Klein Scholarship University of California Los Angeles	2017	Regents Stipend Fellowship University of California Los Angeles
2016	Fulbright-mtvU Fellowship awarded by the U.S. Bureau of Educational and Cultural Affairs hosted by Rhodes University in South Africa	2015	Internet Art Microgrant from Rhizome.org to create my game Viral

2015 **Mary Brown Ostlund Scholarship**
Florida State University

2014 **Bess H. Ward Honors in the Major Thesis Award**
Florida State University

2015 **Jim Boone Endowed Art Scholarship**
Florida State University

2013 **Undergraduate Research and Creative Activity Award**
Florida State University

Selected Press

2023 **Der Freitag**
Porno-Games: Nicht alle Zocker sind Ladykiller interviewed by Nora Beyer alongside Nina Freeman, Robert Yang, and Anna Anthropy

2020 **Bitch Media**
Nightmare Temptation Academy Is a Video Game Challenging Rape Culture by Greta Rainbow

2018 **Kotaku**
This Game Is Called F*** Everything Which Pretty Much Says It All by Kate Gray

2016 **The Needle Drop**
It Came From Bandcamp review by music critic Anthony Fantano

2015 **Dazed Digital**
Fuck Everything: the dating sim that tackles rape culture by Thomas Gorton

2021 **Game Developer**
Allegorizing the Millennial adolescent experience in Nightmare Temptation Academy by Joel Couture

2020 **Audiofemme**
Lena NW Brings Rap, Gaming and the Apocalypse to Life with Nightmare Temptation Academy by Suzannah Weiss

2017 **Kotaku**
The Disturbing Reality of Sex On The Internet, As Told By A Video Game by Dan Starkey

2015 **Dazed Digital**
Viral: the sim sex game on the fight to be internet famous by Hannan Rose Ewens

2015 **Rhizome.org**
Now you can finally experience what it's like to commodify yourself on the internet by Michael Connor

Selected Exhibitions

2023 **NSFW**
LIKELIKE Arcade, Pittsburgh, PA

2020 **A MAZE. International Games & Playful Media Festival**
Berlin, Germany

2019 **Slamdance DIG Showcase**
Los Angeles, CA

2021 **Independent Games Festival**
San Francisco, CA

2019 **IndieCade**
Los Angeles, CA

2018 **An Unreal Unity**
New Wight Gallery, Los Angeles, CA

2018

Convolution

New Wight Gallery, Los Angeles, CA

2018

Bad Flirt

LIKELIKE Arcade, Pittsburgh, PA

2017

UCLA Game Art Festival

The Hammer Museum, Los Angeles, CA

2017

Beta Public: Hotbed Edition

Camden People's Theatre, London, UK

2017

XXXHIBITION

BAR SK, Melbourne, AU

2017

Hand Eye Society Word Play Festival

Toronto Reference Library, Toronto, Canada

2016

Fighting Girls: Planned Parenthood Fundraiser

Babycastles Gallery, New York, NY

2016

Yo Fight My Mans

Babycastles Gallery, New York, NY

Software

Adobe Creative Suite

Unity

Twine

Google Workspace

Microsoft Office

Zoom

Blackboard

Canvas

Quick Adaptability to Software

Skills

Digital Art

Game Design

Narrative Design

Graphic Design

Web Design

Front-End Development

JavaScript

HTML

CSS

Video Production

Video Editing

Color Grading

VFX

Creative Direction

Motion Graphics

AI Prompt Engineering

Copywriting

Copy Editing

Pitch Deck Development

Budget Proposals

Grant Writing

Undergraduate Teaching

Course Development

Remote Learning Instruction

Talent Acquisition

Project Management

Administrative Management