

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	<p>Lecturer UCLA Design Media Arts</p> <p>Instructed the Drawing + Color and Video Art undergraduate courses. 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.</p>	2017 - Present	<p>Video & Media Producer UCLA Game Lab</p> <p>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 attracts students to the UCLA Game Lab Summer Institute. Completes integral administrative tasks.</p>
2023	<p>Visiting Lecturer Scripps College Media Studies</p> <p>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 and After Effects to build their own interactive narrative games.</p>	2020 - 2023	<p>Summer Institute Instructor UCLA Game Lab</p> <p>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.</p>
2020 - 2023	<p>Creative Producer Anachronic</p> <p>Co-founded this creative studio to create lyric and 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, and more.</p>	2017 - 2019	<p>Teaching Associate UCLA Design Media Arts</p> <p>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.</p>

Selected Projects

- | | | | |
|-------------|--|----------------|--|
| 2018 - 2020 | <p>Nightmare Temptation Academy
PC Game</p> <p>Conceptualized, directed, developed, animated, illustrated, wrote and performed a feature length musical role-playing game exploring the illusion of player choice and structural helplessness in game design.</p> | 2018 - Present | <p>UCLA Game Lab Interviews
Video Interview Series</p> <p>Conceptualized, directed, produced, edited, and created graphics for a series of video interviews with students and researchers at the UCLA Game Lab about the games they created.</p> |
| 2016 | <p>Fulbright-mtvU: Outspoken
Video Interview Series</p> <p>Directed, edited, created graphics and developed a website for a series of video interviews with South African artists researching the intersection of music, art, activism and feminism.</p> | 2015 | <p>Viral
Browser Game</p> <p>Conceptualized illustrated animated developed and wrote Viral in collaboration with Costcodreamqurl, with contributions from Owen Mundy and Elizabeth Mputu. A game examining how self-commodification exploitation and identity construction manifest on social media.</p> |
| 2014 | <p>F*** Everything
Browser Game</p> <p>Independently developed and 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 and power in virtual spaces.</p> | 2013 | <p>Maybe She Likes It?
Graphic Novel</p> <p>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.</p> |

Selected Honors

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

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 and 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

Discord

Google Workspace

Microsoft Office

Zoom

Slack

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