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Personal Profile

I am a Capture and Cinematics Artist who has had five years of experience crafting real-time, performance-driven sequences for marketing inside Unity and Unreal Engine. I specialise in shaping emotional beats through camera language, lighting, pacing, and animation integration — turning gameplay moments into narrative experiences.

My background in Games Design gives me a strong understanding of player psychology and story structure, while my professional experience for the past 5 years has trained me to execute cinematic content at production quality across globally recognised IPs. I'm particularly passionate about character-driven storytelling, reactive dialogue, and the subtle details that make scenes feel alive.

I care deeply about narrative immersion — not just how a scene looks, but how it makes the player feel.

Professional Experience

Cinematics & Capture Artist

Zynga / Take-Two Interactive

2021 – 2026

Worked as a Capture Artist producing gameplay captures and marketing assets for several mobile titles. My role focused on creating high-quality visual content used across user acquisition campaigns, organic social channels, and storefront promotions.

I captured gameplay directly in-engine using Unity and Unreal Engine to highlight gameplay features, progression, and key moments. Captured footage and assets were then refined using Adobe Premiere Pro and Adobe After Effects for video production, and Adobe Photoshop for graphic design and marketing visuals.

Projects I contributed to include:

- Harry Potter: Puzzles & Spells
- Farmville
- Game of Thrones: Legends
- Star Wars: Hunters
- Civilization VII Mobile

In the past year, I primarily worked on CSR Racing, where I:

- Captured gameplay footage directly from development builds using Unity and Unreal Engine to create marketing-ready video and image assets.
- Produced polished gameplay videos for User Acquisition (UA) campaigns, focusing on key gameplay loops, progression moments, and visually engaging player experiences.
- Edited and refined marketing creatives using Adobe Premiere Pro and After Effects to meet platform and campaign specifications.
- Created graphic design assets using Adobe Photoshop, primarily working with high-resolution gameplay screenshots for social media posts, app store creatives, and promotional storefront imagery.
- Developed visual content for Organic Marketing and Lifecycle Marketing (LCM) campaigns, supporting player engagement and retention initiatives.
- Collaborated closely with UA managers, marketing producers, and creative teams to deliver assets tailored to different campaign strategies, target audiences, and publishing platforms.

This role required translating gameplay into compelling visual marketing content while maintaining a strong understanding of player appeal, platform requirements, and campaign performance goals.

Education

BA (Hons) Games Design

Bournemouth University

2018 – 2021.

A-Levels & GCSEs

Completed with full certification.

Creative Practice & Narrative Passion

Outside of my professional work, I write fiction and develop character-driven story concepts using twine. I'm particularly drawn to stories that explore power, identity, and transformation — themes that translate naturally into interactive storytelling.

I am fascinated by how cinematics can bridge player agency and authored narrative — creating moments that feel both personal and epic.