

Kaynat Zehra

2D Game Artist & Illustrator

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Profile

2D game artist with a narrative illustration edge and 3+ years of shipped game art across horror, cozy and educational titles. I cover the full visual pipeline, concept and character design through UI, branding and store art, most recently as the sole artist on an upcoming Steam release.

Experience

Concept Artist & Art Director · MadMantra Games · Freelance · ongoing

- Currently creating concept art for Makadi, an unannounced horror title in production (under NDA).
- As Art Director on Kamla: developed the studio brand identity and logo, designed the title character, and illustrated the Steam capsules behind a trailer with 1B+ YouTube views and 25M+ Play Store downloads.
- Mentored the art team on game assets and created the storyboard and illustrations for Kamla's origin story.

Solo Artist & Art Director · Goldy's Garden · Upcoming on Steam

- Sole artist on a cozy idle clicker: every sprite, animation, UI screen, logo and store asset is my work.
- Own the complete visual identity from first sketch to the live Steam page, including key art and branding.

FE Games Tutor · Confetti Media Group · June 2024 - June 2026

- Designed and taught lessons across three levels of the games curriculum: digital graphics, character design, composition and perspective, simplifying complex concepts for students of mixed abilities.

Intern Assistant · proaxia consulting group ag · July 2026 - present · part time

- Supporting the Automotive and Academy division in Germany alongside ongoing freelance game art work.

2D Game Artist · Photon Tadpole Studios · March - Sep 2022

- Created festive game assets and backgrounds for Lila's World (iOS and Android, 10M+ downloads), taking scenes from mood boards and roughs to polished, export-ready art with the Art Director and programmers.

Art Associate · BYJU'S · April - Sep 2021

- Produced lifelike characters, props and backgrounds across two distinct art directions for BYJU'S The Learning App (iOS and Android, 100M+ downloads).

Earlier: Graphic Designer, Star Projects Pvt. Ltd (2019 - 2021) · Graphic Design Intern, MBN Solar Pvt. Ltd (2018)

Education

MA Illustration · Arts University Bournemouth · January 2024

- Final project The Kind Mage: a culturally rich pop-up picture book created with a stop motion artist, covering story, character design, storyboards, world map and paper engineering.

BA Journalism & Mass Communication · Amity University · August 2019

Skills & Software

Skills · 2D game art · character design · concept art · UI & branding · storyboarding · illustration · creative instruction

Software · Photoshop · Illustrator · Procreate · After Effects · Premiere Pro