



PAULA KARANJA

Artist Profile

Professional Summary

Paula Karanja is a Nairobi-based Animation Fimmaker and Visual artist whose work has a strong orientation towards allegorical storytelling. Her work attempts to delve into a more comprehensive examination of traditional and modern Pan-African identities and cultures. She specializes in Creative Direction and Art Direction creating rich, world-building visuals for Animation, Games, XR and Graphic Applications.

As an Animation Adjunct Lecturer, Paula is dedicated to nurturing the next generation of African filmmakers, teaching 2D Animation, Design and Animation History at institutions like the African Digital Media Institute (ADMI) and Kenya Institute of Mass Communication (KIMC).

Paula has contributed to projects for clients including Disney, Triggerfish and Fallohide Africa, among others. Her work has been featured at prestigious venues like Saatchi Gallery, Turner Contemporary, Alliance Française Nairobi and Kuona Trust, showcasing her versatility across independent and commercial roles alike.

Objective

Animation, Art Direction, Visual Development, Design and Paint for Animation, Games, XR and Graphic Applications.



Paula Karanja

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Work Experience

Art Direction and Visual Development Artist | September 2018 - Present

Creative Consultant | Fallohide Africa | January 2024 - Present

Animation Lecturer

Kenya Institute of Mass Communication | September 2022 - Present

Africa Digital Media Institute | July 2023 - February 2024

Visual Development Artist

Kizazi Moto: Generation Fire | Nalo Studios | April 2021 - January 2022

Illustrator and Graphic Consultant

Dots and Graphics Limited, Kenya | May 2019 - August 2019

The Tsunami Studio, Kenya | November 2018 - April 2019

Avandu Vosi Studios, Kenya | August 2018 - April 2019

Sculptor's Apprentice

Kevin Oduor - Kuona Trust Studio, Kenya | January 2018 - April 2018

Education

Data Science, Moringa School 2025 - Present

2D Animation Certificate (Rubika), Africa Digital Media Institute

2020 - 2021

Bachelor of Arts (Fine Art and Design), Kenyatta University

2014 - 2018

Mentorship and Training

Young Game Developers & Animators Incubator, Création Africa

February 2024 - Present

Creative Producer's Workshop, Some Fine Day Pix October 2025

Immersive Futures Lab, Fallohide Africa November 2024

Digital Lab Africa Bootcamp, Tshimologong Precinct

April 2024 - August 2024

Pan African Metaverse Summit 2023

Xbox Game Camp Africa 2023

Press

2021 - The Standard 'Highlighting girls in the Tech World'.

2021 - KTN News Kenya, Featurette 'Girls in ICT'.

2015 - Business Daily 'The Rebirth of Art with Societal Themes'.

2015 - The Star 'Mask Award recognises young Artists'.

Exhibitions

2023 - New Comma's Common Ground event at Carnaby, London.

2022 - 'PNGs Only' an Augmented Reality Showcase held at iHub Kenya.

2018 - 'A Step In Growth' art exhibition held at Kuona Trust.

2016 - 'Transformation/Mabadiliko' art exhibition at Zandra Rhodes Gallery, Rochester and Turner Contemporary, UK.

2015 - Mask Art Prize Winner art exhibition held at Saatchi Gallery, London.

Awards

Mask Art Prize Winner 2015, Kenya

Publications

Acid Box Project (TBC)

Kenyan Comics Anthology, 2024

Skills

Animation, Art Direction, Visual Development, Illustration, Animation, XR (AR/VR), Traditional Painting and Sculpture.

Educational Consulting.

Career Highlights



Contributing to the anthology **Kizazi Moto: Generation Fire** as a **Visual Development Artist** on “**You Give Me Heart**”. Directed by South African filmmaker **Lesego Vorster**. Click the image to watch the trailer.

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Community Involvement

•Huescape Art Collective - Founding Member

A Kenyan community of entertainment design artists founded in 2023. As passionate professionals the collective collaborates on Animation, XR and Game Design projects.

•[Women In Animation](#) - Member

An advocacy group supporting female identifying and non-binary people in animation, visual effects and gaming.

•[Black N Animated](#) - Member

An advocacy organization that informs, educates and inspires black creatives in animation industry careers.

•[Rise Up Animation](#) - Member

An advocacy organization that supports people of colour rise up in the animation industry.

Workshops

My collaboration with these organizations began with exhibitions and have evolved into me leading community workshops with artists in these fields. Click the images to learn more about them.

