

ART/CREATIVE DIRECTOR

Passionate AAA game/experience developer and marketing/content strategist, driven by a robust creative vision and an intrinsic commitment to continuous learning and growth in the pursuit of interactive media excellence. Possesses a keen aesthetic sense, an unwavering attention to detail, and a high level of technical expertise. Demonstrates strong project management and presentation skills, with a proven track record of harmonizing and crafting captivating visuals and gameplay. Exhibits a profound interest in emerging creative technologies, showcasing the ability to lead collaborative efforts with teams comprising artists, designers, and programmers, fostering an inclusive and innovative culture.

AREAS OF EXPERTISE

- Virtual Reality
- Augmented Reality
- Creative Direction
- AAA Gaming
- Marketing
- 2D/3D Creation
- Motion Graphics

- Narrative
- Style Guides
- Content Development
- Project Management
- Game Design
- Presentations
- UI/UX

PROFESSIONAL EXPERIENCE

SPHERE ENTERTAINMENT – Los Angeles, CA
AAA Interactive Games for The Sphere

(03/2023 – PRESENT)

SENIOR CREATIVE DIRECTOR

Envisioned, developed, and directed the tone and style of a wide range of games for massive venue interactive games, ensuring the prioritization of technology initiatives in alignment with strategic enterprise objectives and financial drivers.

Selected Contributions:

- Partnered with senior leadership, establishing strategic objectives, gameplay and meeting visual/technical standards.
- Crafted and customized the product experience in collaboration with directing a diverse team of artists, programmers, and designers, ensuring an authentic representation of multiple narratives and gameplay.
- Led the growth and direction of an internal art and design team, crucial for effectively communicating story elements and crafting intuitive gameplay.
- Strategically balanced communications with impacts of deadlines and resources, aligned with style and quality requirements, while maintaining consistency across all aspects of game design and creativity.

MADISON SQUARE GARDEN – Los Angeles, CA
AAA Interactive Games for The Sphere

(11/2021 – 03/01/2023)

SENIOR ART DIRECTOR

Envisioned, developed, and directed the tone and style of a wide range of games for massive venue interactive games, ensuring the prioritization of technology initiatives in alignment with strategic enterprise objectives and financial drivers.

Selected Contributions:

- Partnered with senior leadership, establishing strategic objectives and meeting visual/technical standards of 16k, 60 FPS gameplay.
- Crafted and customized the product experience in collaboration with directing a diverse team of artists, programmers, and designers, ensuring an authentic representation of multiple narratives and gameplay.
- Led the growth and direction of an internal art team, crucial for effectively communicating story elements and crafting intuitive gameplay.
- Strategically balanced communications with impacts of deadlines and resources, aligned with style and quality requirements, while maintaining consistency across all aspects of game design and creativity.

IMPULSE GEAR – San Francisco, CA
AAA VR Interactive Games
LARCENAUTS

(01/2021 - 11/2021)

ART DIRECTOR

Envisioned, developed, and directed the tone and style of a wide range of games for massive venue interactive games, ensuring the prioritization of technology initiatives in alignment with strategic enterprise objectives and financial drivers.

Selected Contributions:

- Collaborated with senior leadership to establish strategic objectives and gameplay standards, ensuring alignment with visual and technical benchmarks.
- Orchestrated the crafting and customization of the product experience through adept collaboration with a diverse team of artists, programmers, and designers.
- Ensured an authentic representation of multiple narratives and gameplay elements.
- Spearheaded the growth and direction of an internal art and design team, playing a pivotal role in effectively communicating story elements and crafting intuitive gameplay.
- Strategically managed communications, navigating the impact of deadlines and resource allocation. Maintained alignment with style and quality requirements, ensuring consistency across all facets of game design and creativity.

FIRST CONTACT ENTERTAINMENT – Santa Monica, CA
AAA VR Interactive Games
Firewall Zero Hour; SOLARIS

(01/2020 - 01/2021)

STUDIO ART DIRECTOR

Envisioned, developed, and directed the tone and style of a wide range of games for massive venue interactive games, ensuring the prioritization of technology initiatives in alignment with strategic enterprise goals and financial drivers.

Selected Contributions:

- Partnered with senior leadership, establishing strategic objectives, gameplay and meeting visual/technical standards.
- Crafted and customized the product experience in collaboration with directing a diverse team of artists, programmers, and designers, ensuring an authentic representation of multiple narratives and gameplay.
- Led the growth and direction of an internal art and design team, crucial for effectively communicating story elements and crafting intuitive gameplay.
- Strategically balanced communications with impacts of deadlines and resources, aligned with style and quality requirements, while keeping consistency across all aspects of game design and creativity.

OSTENDO TECHNOLOGIES – Beverly Hills, CA
AR/VR Interactive Narratives, Games and Marketing

(03/2017 - 02/2020)

CREATIVE DIRECTOR (UNANNOUNCED)

Led industry-focused initiatives by leveraging emerging technology and market trends, consumer insights, and internal resources across finance, marketing, and operations for multi-million-dollar technology company.

Championed the conceptualization, creation, design and artistic guidance for a wide array of visual elements, expanding the scope of VR/XR/AR games and applications. Aligned technology initiatives seamlessly with enterprise goals and financial imperatives.

Selected Contributions:

- Transformed AR applications through innovative UI/UX designs tailored for next-gen AR glasses.
- Personalized product experiences in collaboration with cross-functional teams, reflecting the intricate narratives within each story.
- Led and cultivated an internal art and design teams, driving effective communication of the narrative and gameplay through visuals.
- Strategically managed communications, ensuring alignment with deadlines, resources, and stringent style and quality requirements. Upheld consistency across all art disciplines.

BOXI INTERACTIVE – Los Angeles, CA

(06/2016 - 03/2017)

Iron Order and Hypserstrike GO!

ART DIRECTOR

Intuitively understood how to leverage data and insights to push boundaries of creative excellence. Created inspirationally styled visuals to help unify and bolster artistic direction of VR combat game. Encouraged digital transformation through cognizance of demographic and market trends. Inspired cross-disciplinary team by challenging them to create compelling storylines in a rapidly-evolving environment, outsourcing when necessary to achieve desired results on time and within budget.

Spearheaded the envisioning, development, and creative direction of diverse art assets, scaling VR and AR games and apps, aligning technology initiatives with enterprise objectives and financial drivers.

Selected Contributions:

- Led creative team to design visually creative, bleeding-edge experiences in creation of AAA caliber VR and mobile games.
- Championed aesthetic quality and cohesiveness of products by providing clear, concise direction and feedback to both internal and external teams.
- Added to narrative and major game design elements utilizing my extensive narrative and mobile gaming experience.

SURVIOS (contract) – Los Angeles, CA

(02/2016 - 06/2016)

Raw Data

STUDIO ART DIRECTOR

Helped clearly define and direct an artistic vision across VR gaming experiences, while directly contributing to narrative writing aspects of project. Enhanced standard of product's visual aesthetic, directing art, programming, and design departments to further develop tools and improve real-time rendering engine.

Selected Contributions:

- Partnered with senior leadership, establishing strategic objectives, and meeting visual/technical standards.
- Awarded best VR game of Game Developers Conference (GDC), in 2016.
- Added to narrative and game design elements utilizing my extensive story crafting experience.

POUND SAND – Los Angeles, CA

(02/2014 - 02/2016)

Fantastic Plastic Squad, 3rd person F2Play mobile shooter published by WG Cells

STUDIO ART/CREATIVE DIRECTOR

Elevated the aesthetic quality and unity of AAA mobile gaming products, establishing a benchmark for excellence. Effectively advocated for the optimal consumer gaming experience. Articulated and defined the technical requirements of the team to bring to life the creative vision behind various products, projects, and initiatives in game design and art.

Selected Contributions:

- Worked with Kabam for 5 months on free-to-play (F2P) strategy/marketing.
- Developed final game with WG CELLS for monetization and user flow.

2K GAMES – Novato, CA

(09/2013 - 01/2014)

Evolve; Civilization Revolution 2, for iOS

PUBLISHING ART DIRECTOR

Fostered collaborative partnerships with global studios, implementing best practices for AAA art creation. Served as a key liaison between internal/external clients, ensuring seamless coordination of operational aspects and media campaigns to deliver top-tier games.

Selected Contributions:

- Orchestrated streamlined pipeline processes, facilitating effective communication with internal technology groups and cross-functional teams.
- Applied expertise in media strategies and campaigns, analyzing results, optimizing methods, and making necessary adjustments to enhance overall project outcomes.

TRION WORLDS – San Diego, CA

(04/2012 - 10/2013)

Defiance, MMO Shooter

STUDIO ART DIRECTOR

Collaborated with SyFy network on first transmedia project created across massively multiplayer online (MMO) game and television series platforms, integrating their core vision, and developed storytelling and visuals for MMO aligned with flow of television show. Established and enhanced relationships with discipline leads and marketing, to provide consistently high-quality art and narrative design ideas.

Selected Contributions:

- Mentored/directed on and off-site art teams, ensuring continuity and consistency across all disciplines.
- Wrote multiple narrative elements with the TV show and planned seasonal arcs for crossover potential.
- Increased user base by 20%, through ambitious marketing strategies and transmedia crossovers.

SONY-ZIPPER INTERACTIVE – Kirkland, WA

(08/2011 - 004/2012)

Unit 13 for PS VITA; *Unannounced IP*, for PS4

STUDIO ART DIRECTOR

Directed launch title game within an 8-month period, as creative director/art director for new AAA caliber games. Partnered with Sony studios worldwide, navigating the future of immersive technologies, harnessing ideas and concepts to fuel concepts for team execution.

Selected Contributions:

- Honored with "Best Selling PS VITA Game" designation during launch of Unit 13.
- Created pipeline with Guerilla Interactive for international co-development on Killzone 4.

ACTIVISION - TREYARCH - Los Angeles, CA

(12/2008 - 08/2011)

Call of Duty: Black Ops; Black Ops2; Zombies DLC; Modern Warfare 3

ART DIRECTOR, ASSOC., LIGHTING DIRECTOR

Established groundwork for production of the first game in a series to feature cutting edge gameplay technology. Acted as bridge between artists and multiple departments, owning initiatives such as flow of art supplies, and enhancement of style guides. Created inspirational visuals to unify and bolster artistic direction and define teams' technical needs in conducting creative vision of products, designs, projects, and initiatives.

Selected Contributions:

- Developed creative strategies for level design, brand and campaigns; resultant combined sales of over one billion dollars.

ADDITIONAL PROFESSIONAL EXPERIENCE

FOOTY, LLC - Los Angeles, CA

(02/2008 - 12/2008)

Footy Academy

CHIEF CREATIVE OFFICER, CO-FOUNDER

Designed 18 characters in creation of a "tween" MMO social gaming site. Oversaw art, design and direction, including the manufacturing of prototype figurines. Managed budget, scope, and resources according to organizational goals and strategies.

COREY ROAD - Los Angeles, CA

(08/2007 - 02/2008)

Academy 13

CHIEF VISUAL OFFICER, CO-FOUNDER

Guided creative direction, game design and narrative of "tween" MMO social gaming network, in the toys-to-life genre. Provided creative team leadership, inspiring artistic vision navigating schedules and staying on budget.

ELECTRONIC ARTS - Los Angeles, CA

(03/2003 - 08/2007)

Medal of Honor: Airborne; MoH: Pacific Assault; MoH: Rising Sun

CG SUPERVISOR, CG DIRECTOR, PRODUCER

Crafted compelling visual narratives reinforcing and enhancing the game's setting, story, and gameplay elements. Collaborated with artists and developers on UI/HUD designs; designed top-selling GameCube game.

ESC ENTERTAINMENT - Alameda, CA

(10/2002 - 04/2003)

Matrix: Reloaded; Matrix: Revolutions

MODELER/DESIGNER

Created high quality and detailed hovercraft and weapon platforms in collaboration with department leads. Resulting productions grossed \$1.5B worldwide.

LUCASARTS - San Rafael, CA

(01/2002 - 10/2003)

RTX: Redrock

SENIOR MODELER/DESIGNER

Conceptualized, designed, and created cinematic and game assets, modeled and textured props, environments and characters.

RETRO STUDIOS - Austin, TX

(05/2000 - 12/2001)

Metroid Prime

SENIOR ARTIST

Crafted compelling visual narratives reinforcing and enhancing the game's setting, story, and gameplay elements. Collaborated with artists and developers on UI/HUD designs; designed top-selling GameCube game.

SQUARE USA - Honolulu, HI

(02/1997 - 05/2000)

Final Fantasy: The Spirits Within

LEAD CG ARTIST

Pioneered the first photorealistic animated feature marketed for adults. Directed artistic creations, including holograms and motion graphics; collaborated on story and dialogue writing.

TAKE 2 INTERACTIVE, Latrobe, PA

(11/1995 - 01/1997)

Jetfighter: Full Burn; Black Dahlia; Battlecruiser 3000; Ripper

LEAD CG ARTIST

Designed and created appealing and idealized visual narratives that reinforced and enhanced games as well as cinematics. Directed team of four in design of multiple game levels.

EDUCATION AND CREDENTIALS/PROFESSIONAL CERTIFICATIONS

- Certified Scrum Master (CSM), Scrum Alliance; expert in agile team leadership and creative direction.
- Power Up! Management Training, Electronic Arts, Redwood City, CA; completed extensive course in agile development for successful teams.
- Management Training, Skywalker Ranch, Nicasio, CA; completed training for managing large teams, art assets and solving problems.
- Associate's Degree, Industrial Design, Art Institute of Pittsburgh, Pittsburgh, PA
- Criminal Law (continuing education), Southern Vermont College, Bennington, VT
- Associate's Degree, Criminal Law, Greenfield Community College, Greenfield, MA