

## **PERSONAL STATEMENT**

With over 20 years employment as an artist I offer a broad skill set and deep passion for my work. My experience in the UK games industry augmented with my work in attractions provides a proven professional record, versatile portfolio and excellent knowledge of my field. In addition, as a freelancer I have built and maintained a strong, returning client base that require a dependable and approachable manner, engaging with and adapting to evolving briefs, while adhering to strict deadlines and producing quality commissions.

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## **FREELANCE WORK**

*August 2103 – present*

### **Somo, London, UK and New York, USA.**

Commissioned by the London and New York offices to help define and illustrate the user experience of cutting edge tech for SOMO's prestigious client list, including Goldman Sachs, Audi, The Wall Street Journal and British Gas.

### **P.E.L. Creative, London, UK.**

Commissioned to work alongside the PEL Creative team to build models and provide concept pieces for various rides and attractions for high profile companies and clients in the UK, USA and Dubai, such as Dreamworks, Hasbro, Electronic Arts, Square Enix, etc.

### **Pinnacle and Sigil Entertainment, New York, USA.**

Commissioned to create numerous digitally painted illustrations for their Savage World tabletop game system, and help develop new I.P.

### **Beatnik Games, London, UK**

Commissioned to create and develop numerous character concept art pieces for fantasy/ strategic mobile title and advise on overall art direction

### **CCC Events, Brighton, UK**

Commissioned to design and create digitally painted character portraits for live-action "murder mystery" type events for corporate functions.

### **Spartan Games, Glastonbury, UK**

Produced concept art and illustration work for Spartan's various internal brands, and development work for their tabletop version of Microsoft's Halo brand.

Additional client list and work samples can be found at

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## **EMPLOYMENT (full time positions)**

### **Seeper, London, UK**

### **Senior Artist**

*May 2015 - present*

#### *Projects:*

- Canary Wharf Sales suite
- Lincoln Castle/ Magna Carta 800th Anniversary show
- Merlin (Theme park entertainment) – Gruffalo River Ride, LBC Berlin and Beijing, Sealife Sydney and Shanghai, Darius Rucker for Tussauds Nashville, London Eye development and more
- Snapchat/ We Are Social – LEGO fashion portal

#### *Key responsibilities:*

- Establish art direction for projects
- Liaise with clients on issues of style, application, feasibility and cost
- Appraise and assist in direction of studio infrastructure
- Appraise and assist in direction of studio image and future development
- Hire and liaise with external and freelance staff for projects/ Manage creative teams on projects
- Create written and visual materials for pitch/ proposal and project development
- Appraise and solve technical issues in relation to visual style and application for projects
- Create art and content assets for projects
- Create and liaise with clients/ media on promotional materials for studio projects
- Oversee and maintain art and content assets at point of event and installation
- Product backlog management and scheduling (agile development)

**Echo Peak, Brighton, UK****Art Director***August 2012-September 2013**Titles:*

- Way of the Dogg (505 Games)
- Mobile Development

*Key responsibilities:*

- Create original concept art pieces and documentation to establish direction for all areas of the game.
- Create, maintain and manage vision and communicate graphic themes of style and goals to the team.
- Supervise and support art and animation team
- Manage outsource teams and contractors.
- Ensure quality and consistency.
- Assist the studio director in the selection of resources and setting production schedules.
- Develop areas of projects including; concept, character and environment art and prop creation, animation, skinning and rigging and provide in-game assets.
- Liaise with publisher over art direction and requirements.
- Create and provide marketing materials to publisher.

**Kuju/ Zoë Mode, Brighton, UK****Lead Artist***February 2005 – August 2012**Titles:*

- Dancing with the Stars (Activision)
- Crush/ Crush3D (Sega)
- Haunt (NanaOn Sha/ Microsoft)
- Zumba Fitness Core/ Zumba Fitness Rush (Majesco)
- You're in the Movies (Codemasters)
- DJ Hero Afterparty (Activision)

*Key responsibilities:*

- Create, maintain and manage vision and communicate graphic themes of style and goals to the team.
- Supervise and support team
- Provide concept art and in-game assets.
- Contribute to pitch work and new IP/ projects.

Additionally, while at Zoë, I organized and ran weekly life-drawing classes for the staff and presented at universities and similar establishments on behalf of the studio.

<b>Argonaut Games</b> <i>2002-2004</i> <b>Senior/ Lead Artist</b> <i>Titles:</i> <ul style="list-style-type: none"> <li>• Bionicle (Lego/ EA)</li> <li>• Catwoman (EA)</li> <li>• Roll Call (Urban Chaos) (Eidos)</li> </ul>	<b>Rage Software</b> <i>2000-2002</i> <b>Senior Artist</b> <i>Titles:</i> <ul style="list-style-type: none"> <li>• Eyrie</li> <li>• Cheeky Monkey</li> <li>• Chopper</li> </ul>	<b>Gremlin/ Infogrames</b> <i>1995-2000</i> <b>Artist</b> <i>Titles:</i> <ul style="list-style-type: none"> <li>• Premier Manager 98, 99, 2000</li> <li>• Hogs of War</li> <li>• Buggy</li> <li>• Grand Theft Auto</li> </ul>
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**SOFTWARE PROFICIENCIES**

3D Studio Max, Maya, Cinema4D, Z-Brush, Mudbox, Photoshop, Illustrator, After Effects, Corel Painter, Manga Studio, Lightroom, Unity, V-Ray.

I am used to swiftly mastering proprietary game and level-editing packages, and working with scripting. I am competent in administrative process and team structures (such as Agile development) and associated packages (such as Hansoft.) I am well-versed in establishing and maintaining development pipelines and source control, and using associated packages (such as Perforce and Github).

**REFERENCES****Ben Hebb,**

Head of Art & Production, Zoë Mode,

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**Ciaran Walsh**

Director, Hornet Sound (Ex director, Echo Peak)

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