

SUMMARY

An experienced and highly creative Art Director / Visual Development artist, able to work, instruct and collaborate using a wide range of media and platforms. Detail oriented, well prepared going into new projects, with a particular interest in capitalizing on the visual appeal of the final product. Work has spanned a broad range of industries, including Animation, Game Development, Advertising, Education, Robotics, and Brand Development.

SKILLS

- Art direction
- Concept development/Concept art
- Illustration
- Storyboarding
- Brand development
- Character/Environment Modeling
- Lighting, texturing and look development
- 2D and 3D animation
- Life Drawing
- Instruction/Mentorship/Class design and Management
- Software Proficiency in Maya, XGen, Marvelous Designer, Zbrush, Adobe Suite, Renderman, Arnold, Mari(basic), Shotgun, Perforce, and Various proprietary studio software and pipeline systems.

EXPERIENCE

DESIGN LEAD | 02/2022 to 11/2022 **Atomic Cartoons - Vancouver, BC**

- Worked with the team in a leadership capacity to set look targets and standards.
- Took on a principal focus of story focused assets that defined the look of the production at large.
- Adapted to and planned for the needs of other departments further down the production pipeline.

SENIOR DESIGNER | 10/2021 to 01/2022 **Atomic Cartoons - Vancouver, BC**

- Developed 2D and 3D designs for production that define environments, props, characters and story development.
- Worked with the Art Direction and Direction team to successfully bring to life script and story elements.
- Created variations on both old and new concepts based on feedback from Art Direction, and client based review.

COLLEGE INSTRUCTOR | 05/2021 to 10/2021 **Centre For Entertainment Arts - Vancouver, BC**

- Designed collaborative learning exercises to capitalize on students' resources and skills.
- Developed and adjusted course syllabus according to curriculum and university guidelines.
- Formulated well-structured syllabus of course content to detail learning goals and expected outcomes.

COLLEGE INSTRUCTOR | 10/2019 to 10/2021 **Langara College - Vancouver, BC**

- Designed and developed course material for Modelers and Animators in a

- performance-based and results-oriented format.
- Mentored graduating students in multiple fields.
- worked with senior staff and administrators to develop curriculum and course material.

COLLEGE INSTRUCTOR | 04/2018 to 10/2021

VCAD (Visual College of Art and Design) - Vancouver, BC

- Formulated well-structured syllabus of course content to detail learning goals and expected outcomes.
- Mentored graduating students in the Modeling, Animation and VFX courses.
- Developed new course material for Environment Modeling, Character Modeling, and Sculpture.

SENIOR INSTRUCTOR | 10/2006 to 10/2021

Lasalle College (formerly the Art Institute of Vancouver) - Vancouver, BC

- Developed course material and curriculum with multiple program leads.
- Coached other staff in course material and program flow.
- Worked with committees and teacher collectives across multiple programs collaboratively on course development as well as school/program initiatives.
- Worked in a variety of teaching roles as required.

FREELANCE CHARACTER MODELER AND SCULPTOR | 10/2017 to 06/2021

Fusion Specialties / NOA Brands - Vancouver, BC

- Provided modeled assets for a broad range of projects including a variety of sculpted and posed mannequins and product designs for companies such as Nike, Old Navy, Haribo, and Mars.
- Provided functional rotations and models for client review and final content to scale, and as needed for 3D printing and prototyping.

CHARACTER MODELER / CHARACTER DESIGNER | 04/2020 to 09/2020

S.C. Johnson / Agency Schmagency / Indigo Studios - Vancouver, BC

- Conceptual design and iteration in both 2D and 3D form based on client input and feedback
- Developed new workflows for specific client needs.
- Provided final Assets from initial drawings, through polygonal modeling (Maya), sculpting (ZBrush), hair development and variation (XGen), cloth simulation and garment design (Marvelous Designer), Texturing (Substance Painter), and final lighting and rendering (Arnold).

CHARACTER MODELER / CONCEPTUAL DESIGNER | 08/2017 to 04/2018

Nascent Robotics - Vancouver, BC

- Developed 3D models and parts to provide help clients and stakeholders visualize projects.
- Designed and modeled assets for external shell and 3D printed component of robotic prototype.
- Delivered functional sculpt for 3D printing, using newly developed technology for surface interaction.

COLLEGE INSTRUCTOR | 01/2015 to 04/2015

B.C.I.T. - Vancouver, BC

- Formulated well-structured syllabus of course content to detail learning goals and expected outcomes.
- Curriculum development – 2D animation and Illustration.

PRINCIPAL ARTIST | 08/2014 to 04/2015

40 Winks Designs - Vancouver, BC

- Worked with directors to both design and create iterations on industrial design assets for 3D printing, followed by casting and production.
- Developed marketing campaigns and graphic design content for products and branding.

ART DIRECTOR/PRINCIPAL ARTIST | 08/2012 to 11/2013
Hellbent Games - Vancouver, BC

- Designed new brand specific visual elements to effectively convey concepts.
- Worked directly with LEGO to produce content according to brand specifications, in conjunction with TT Games.
- Produced asset design, development and implementation for modeling, animation, and UI for "LEGO Friends" video game.
- Mentored artists on quality standards and improvements.

SENIOR CHARACTER AND ENVIRONMENT MODELER/TEXTURE ARTIST | 01/2011 to 03/2013
Rainmaker Entertainment - Vancouver, BC

- Developed characters and environments, including modeling, look development/shader design, texturing, lighting, and conceptual design.

CONCEPT DEVELOPMENT / CREATIVE DIRECTION | 04/2012 to 07/2012
Games Cafe - Vancouver, BC

- Produced design direction for asset creation for the character design, environment design, and the user interface teams.

CONTRACT ARTIST | 11/2003 to 12/2009
Calder and Bateman - Edmonton, AB

- Produced storyboards and pitch art for television commercials and client presentations.
- Developed and helped to institute a pipeline for early 3D work.

SENIOR MODELER AND TEXTURE ARTIST | 12/2006 to 05/2009
Disney / Propaganda Games - Vancouver, BC

- Developed a unique pipeline for ship development on "Pirates of the Caribbean" project.
- Mentored and trained junior employees.
- Contributed to 3 AAA titles.(Turok, Turok 2, Pirates of the Caribbean - Armada of the Damned)

SENIOR MODELER AND TEXTURE ARTIST | 02/2006 to 11/2006
Threewave Software - Vancouver, BC

- Produced content for the Model and Texture, Rigging, Animation, Concept Development, and Storyboarding departments.

ENVIRONMENT MODELER AND TEXTURE ARTIST | 02/2005 to 02/2006
Relic Entertainment - Vancouver, BC

- Worked within a large team to deliver modeled and textured environment art for an award-winning AAA production (Company of Heroes).

2D ANIMATOR | 04/2002 to 12/2002
Alliance Atlantis - Caliber Digital / Yowza Animation - Toronto, ON

- Worked initially at Yowza animation doing traditional 2D animated components for production, as well as helping with Design and Layout.
- Worked the second half of the contract with Caliber Digital, helping to both help develop the original Toonboom/Harmony package, while animating for the remainder of production.

STOP MOTION ANIMATION INTERN | 01/2002 to 03/2002

Cuppa Coffee Animation - Toronto, ON

- Learned the primary skillsets of stop motion animation / camera work, and puppet creation.

EDUCATION AND
TRAINING

Sheridan College - Toronto, ON

Classical Animation, **04/2002**

Dev Studios (Pixel Blue) - Edmonton, AB

Computer Animation And 3D Art, **10/2004**

Onoway Senior High School - Onoway, AB

High School Diploma

06/1998

WEBSITES,
PORTFOLIOS,
PROFILES

- www.artofjessedaniel.com
- @jessedaniel_illustration (Instagram)