

Simon Dew – Art Director/Lead/Manager

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I'm an experienced game artist and art team manager, having worked on console and mobile titles from low budget to AA budget games across multiple genres. A record of delivering art to spec and on time through careful planning, constant cross-team communication, problem solving and useful art feedback & direction. Working with artists of all disciplines, in studio and external outsourcers. Always striving to improve the team's skills, knowledge and independence. Focused on mobile games with experience and a good understanding of F2P and premium games, UX, Live Ops, User Acquisition, Marketing and App Store assets.

I love the process of making games and love helping others to make the best game they can.

WORK EXPERIENCE

Art Director – SEGA HARDlight Leamington Spa, UK April 2018 – Present

- Responsible for the studios art team management, strategy and art direction to ensure art is delivered to spec. Directing game art through concepts, art guides, examples and regular feedback.
- Team development, appraisals and training. Managing art team resource and tasks across multiple projects and art disciplines. Creating pipelines, processes and documentation.
- Recruitment – creating job specs, identifying hiring needs, interviewing, on boarding and managing contractors and outsourcers.
- Jumping in and creating environments, models, textures, particle effects, animations, UI art, app icons, live ops art, marketing artwork, concepts and game trailers.
- Communicating with external marketing, publishing teams and getting artwork approval from IP holders like Sonic Team and Lego.
- Released [Sonic Dream Team](#), [Sonic Racing](#) and [ChuChu Rocket! Universe](#) on Apple Arcade, Regular updates to [Sonic Forces](#) and [Sonic Dash](#) on Android/iOS and DLC for [Two Point Hospital](#).

Game Artist - Freelance Oxford, UK Jan 2015 – Mar 2018

- When moving back to the UK from New Zealand I decided to spend some time freelancing
- Provided game art and animation services to a range of game studios, supporting entire projects from start to finish, prototyping new games in Unity and creating marketing art and videos.
 - Sega Europe ([Sonic Forces](#), [Kingdom Conquest](#), [Prototyping](#))
 - Hutch Games ([Hotwheels: Race off](#), [MMX Hillclimb](#), [TopDrives](#), [F1 Clash](#))
 - Funsolve ([Samsara](#)), The Trailer Farm, Marker and Well Played Games

Lead Artist – Gameloft Auckland, New Zealand Aug 2013 – Nov 2014

- Kicked off development of mobile game [Country Friends](#), establishing art pipelines and asset quality
- Worked on a few other unreleased 2d and 3d mobile game projects.
- Managed a team of 10+ 3d artists, animators, concept artists and UI artists
- Provided mentoring, feedback and general art support for the art team, as well as driving feedback for the in-house game engine and development tools

Lead Environment Artist – SEGA Studios Australia Brisbane April 2010 – Aug 2013

- [London 2012 Olympic Games](#) on PS3/Xbox 360 and PC – lead the environment art team to create 12 vibrant and accurate Olympic venues. Creating concepts, lighting levels, modelling and texturing props, art feedback, solving pipeline issues, interdepartmental communication
- [Mickey Mouse: Castle of Illusion](#) on console and mobile platforms – created environments, game models and lighting. Helped design levels and setup game mechanics in the game engine

Lead Environment Artist – Monumental Games Nottingham, UK

July 2008 – April 2010

- Lead environment artist on Monumental's first console game - [MotoGP 9/10](#) on PS3 and Xbox 360.
- Managing a team of 10 artists spread across 2 studios in Nottingham and Manchester and also liaising with the offshore art manager and the team of artists in the Indian studio.
- Creating artwork alongside line management duties. Visiting real world race tracks to take video and photo reference.

Senior Artist – SEGA Racing Studio Birmingham, UK

July 2006 – Jul 2008

- [Sega Rally](#) for console and arcade cabinet. Primarily working on the environment team designing and building tracks, models and textures, lighting, adding animations and effects.
- Additional art support on the frontend UI and HUD

Lead Artist – Aqua Pacific Leamington Spa, UK

Sept 2002 – July 2006

- Lead artist for a small budget games developer, creating original art work and managing internal and external artists for 15+ titles across PS2, PC, Xbox, Gamecube and handheld systems.

QA technician – Codemasters Leamington Spa, UK

June 1999 – Sept 1999

- Summer work placement as a Quality Assurance Technician on LMA Manager and Micro Maniacs

EDUCATION

MA in Computer Animation – National Centre for Computer Animation Bournemouth University 2001 - 2002

BA in Multimedia Design – De Montfort University Leicester, UK 1998 - 2001

SOFTWARE & TOOL EXPERIENCE

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| - 3D Studio Max / Maya / Blender | - Hansoft / Gira |
| - Photoshop / Premiere / After FX / Illustrator / XD | - Microsoft Office / Word / Excel / Powerpoint |
| - Unity / Unreal | - Substance Painter / Designer / Zbrush |
| - Perforce / Git / SVN | - Spine 2D |

SKILLS, EXPERIENCES & COMPETENCIES

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| - Project planning, management and costing | - 2D and 3D art creation |
| - Scheduling and delivering | - Excellent game engine ability |
| - Team appraisals and career development | - UI art, graphic design and UX processes |
| - Recruitment and Outsource management | - Animation and Particle Effects |
| - Team communication and collaboration | - Basic concepting and storyboarding |
| - Team training and mentoring | - An understanding of game design |
| - Pipeline development and problem solving | - Industry and competitor awareness |