

Jeff De Puy

Canton, MA | 425-941-1110 | jefro357@gmail.com | [LinkedIn](#) | [Portfolio](#)

ART DIRECTOR | SENIOR ARTIST | CONSULTANT



"Passionate multi-disciplined industry veteran with the goal to inspire and create the highest quality real-time 3D content by building, mentoring, and leading teams by way of example, as well as collaboratively bridging the gap between disciplines and departments to maximize product potential, and by developing asset pipelines that are efficient and effective"

A true industry veteran and leader with nearly 20 years of experience developing 3D video games on multiple platforms. With a diverse career ranging from roles at Nintendo to WB Games. An experienced Generalist with expertise in the implementation of a full 3D Art Pipeline for many well-regarded IPs such as **The Walking Dead, Marvel, Dungeons & Dragons**, and various other movie licenses. Artistic and technical, having degrees in both Art and Computer Science from DigiPen and SUNY Polytechnic. Builder of talented teams that fosters passion, communication, sharing, and ambition. An advocate, mentor, and leader, that has consistently shipped quality AAA titles on time and budget.

CORE STRENGTHS

- | | |
|----------------------------------|-----------------------------------|
| • Art Direction | • 3D Modeling and Texturing (PBR) |
| • Art Team Management/Leadership | • Animation and Rigging |
| • UI/UX Design | • FX |
| • Creative/Marketing | • Lighting |
| • Content Development/Placement | • Scripting |
| • Art Pipeline setup | • Shader Creation |

PROFESSIONAL HISTORY

STORM FLAG GAMES ----- 2018 - Present

ART DIRECTOR, UNDISCLOSED PROJECT/CASINO GAMES FOR DRAFT KINGS - MOBILE

Lead the Art team on multiple projects that range from an original Action RPG to high-end Casino games for the multi-billion-dollar juggernaut client - Draft Kings. Pioneered the use of Three.js in Draft King mobile game apps and exploited its ability to use a PBR pipeline in HTML browsers.

- Concepted up multiple casino-style games working alongside CEO, Designers, and Product heads at Draft Kings, as well as developed the style and art direction for unnamed Action RPG
- Managed onsite and offsite art team to help hit internal milestones at quality
Directed, implemented, and created game assets for the entire Art pipeline which included characters, environment, FX, animation, and UI.
- Created MaxScripts, batch files, and explored 3rd party tools to best speed up workflow in areas of repetition

DISRUPTOR BEAM INC. ----- 2016 - 2018

ART DIRECTOR, WALKING DEAD: MTW / MORTAL ENGINES - MOBILE

Pushed the envelope in what is technically possible on Mobile devices with a vast world in **The Walking Dead** universe that spanned 30 square miles of the D.C. area. With a short dev cycle in mind, worked with engineers on tools that procedurally populated the world with modular assets to ensure the project was on time and at quality. Utilized Scrum/Agile production management methodology with Jira to manage schedules and deliverables.

- Responsible for hiring, direction, management, creation, and implementation of 3D Art pipeline as well as maintaining asset quality standards, tools/shader development, and performance footprints.
- Directed the UX and UI dept to help them match look and feel of the given project
- Utilized Unity's "Scriptable Render Pipeline" to customize and streamline graphics using a PBR workflow
- Facilitated communication across departments to ensure marketing, design, community managers, engineering, and art were all on the same page.
- Collaborated with Marketing to help ensure the quality of customer-facing images, videos, and promos.
- Setup, managed and directed external freelancers and overseas Art Houses

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WB/GAMES -TURBINE ----- 2015

ENVIRONMENT CONSULTANT, *BATMAN: ARKHAM UNDERWORLD* - MOBILE

Hired to address quality issues with 3D overworld map and game environment with a short amount of dev time in mind.

- Developed game environment and the 3D overworld Map pipeline as well as the creation of assets. Used high-quality Physical lighting setup to create lightmaps for the game.
- Helped in the implementation of the Gotham City environment and map as well as the opening camera setups.
- Explored shader development with Lead Tech Artist which allowed us to create hundreds of unique FX entities with the performance hit of only one draw call.

DUALBOOT GAMES ----- 2013 - 2016

ART DIRECTOR, *PERSONALIZATION APPS* - MOBILE

Co-founded studio that shipped 15 apps, earned many Google Editor's Choice awards, heavily featured on Google Play. Worked with limited budget and manpower and created some of the best 3D personalization apps on Android, including 3D Live Wallpapers and Watch faces for Android Wear.

- Drove the design, vision, and creation of various mobile personalization applications.
- Created all marketing materials which includes icons, images, and promotional videos
- Helped shape the creation of our custom wallpaper engine and the export tools that lived in 3ds Max.

SUBATOMIC STUDIOS ----- 2009

CONTRACTOR, *FIELD RUNNERS* - MOBILE

Created key art for the award-winning tower defense game Field Runners.

- Modeled and textured in-game characters, vehicles, weapons, and FX.

MOUNT IDA COLLEGE - UMASS AMHERST ----- 2011

ADJUNCT PROFESSOR, 3D PROGRAM

Helped shape the direction and content for Mount Ida's blossoming 3D program. Lesson plans included real-world examples on effective workflows to model, texture, light and render their work using industry-leading software such as Maya, Photoshop, Mental-Ray, and Mud Box.

- Taught students in a fun incremental way designing projects that best help illustrate a key skill needed to progress their knowledge of Professional 3D art.
- Used knowledge of the game industry to expose my students to the foundational standards we use such as file formats, specifications, workflows, communication styles, and how to apply constructive feedback.
- Impressed upon them the need to practice, to seek knowledge, to share what they learned with other students, to be a good team player, and to always push the boundaries.

TURBINE, INC ----- 2008 - 2013

ART DIRECTOR, *DUNGEONS & DRAGONS ONLINE / UNRELEASED TITLE* - PC

Directed and managed a small team of artists to reboot the art of the dying **Dungeon & Dragons** franchise. With the hard work of the artists and the amazing success of the reboot we won the *Best Free-to-Play Game of 2009* award, the art team would expand to be a 30-artist team across all disciplines. We subsequently created 2 wildly successful expansion packs as well as consistent quarterly story updates. One of the pioneers in the game industry to successfully adopt and stick with the Scrum/Agile Production Management methodology which is now used throughout the game industry as well as other industries.

- Hired, mentored, and directed a large team of artists across all disciplines maintaining Look & Feel and Vision of projects, including working with large overseas Art Houses.
- Steered the Art Pipeline which included tools, software, and standards with documented processes and workflows for the artists to follow.
- Created amazing amounts of quality art while staying within budget guidelines.
- Working within the budget, collaborated with Lead Designer to come up with art assets lists, monitored and adjusted the art asset schedule as things changed using Hansoft.
- Worked cross-functionally with executives and teams including Marketing.

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N-SPACE INC ----- 2006 - 2008

3D ART LEAD, UNDISCLOSED 2ND PARTY NINTENDO PROJECT / MARVEL ULTIMATE ALLIANCE 2 - WII/ PS2

- Responsible for the Environment Art Pipeline, managed the Environment Team, Hiring, Training and R&D while keeping my artists on schedule and tasked out. Focus is 40% Art Production and 60% Management.

STAINLESS STEEL STUDIOS ----- 2003 - 2005

3D / TECH ARTIST, EMPIRES: DOTMW, RISE & FALL: CAW - PC

- Modeled, textured, animated, and lit game environment objects, characters, and terrain.
- Explored and did R&D for the game lighting, terrain maps using realistic height maps, and shader creation.

NINTENDO ----- 2001 - 2003

PRODUCTION ARTIST INTERN, 1080: AVALANCHE - GAMECUBE

- Modeled, textured, and animated game objects, characters, and environments.
- Responsible for game object placement, object scripting, and FX

CRS RETAIL SYSTEMS ----- 2000 - 2001

C PROGRAMMER, POS SOFTWARE

- Modified and tested POS software to meet Base and Clientele requirements.

EDUCATION

3D Computer Animation

DIGIPEN INSTITUTE OF TECHNOLOGY, REDMOND, WA

French Language Diploma; Mention: "Assez Bien"

ALLIANCE FRANCAISE, PARIS, FRANCE

Bachelor of Science, Major: Computer Science

STATE UNIVERSITY OF NEW YORK INSTITUTE OF TECHNOLOGY, UITCA, NY

ACCOMPLISHMENTS

Launched first wildly successful Free-to-Play game in the western market

Ace Artist award WB Games

Google partner featured in their booth at the MWC 2012 Barcelona event

Google Play Editor's Choice 2011, 2012, 2013

TECH EXPERTISE

3ds Max | Maya | V-Ray | Photoshop | Unity | Shader Forge | Babylon.js | Substance | Painter | Mudbox | Zbrush