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SENIOR ART DIRECTOR | BRANDING | ILLUSTRATION | WEB | 3D | MOTION GRAPHICS



Hi, I'm JAY SHARPE; Marketing Art Director recently at Game Developer Hi-Rez Studios in Atlanta, GA.

I'm a seasoned industry vet; passionate about advertising and new media marketing.

For the past 10 years, I've been in charge of creating and directing the marketing art for all of our games and esports events with a small team of designers to create compelling branding & marketing on a lean budget to compete against much larger studios.

Previously, I've worked as a game developer for 12 years (Lead Environment Artist, FX, Cinematics) shipping 6 titles.

I also create digital illustrations in several different styles from painterly to graphic.

Additionally, I take photography of my wife for her cosplay projects.

PROJECT MANAGEMENT

STRATEGIC CREATIVE DESIGN

TEAM LEADERSHIP

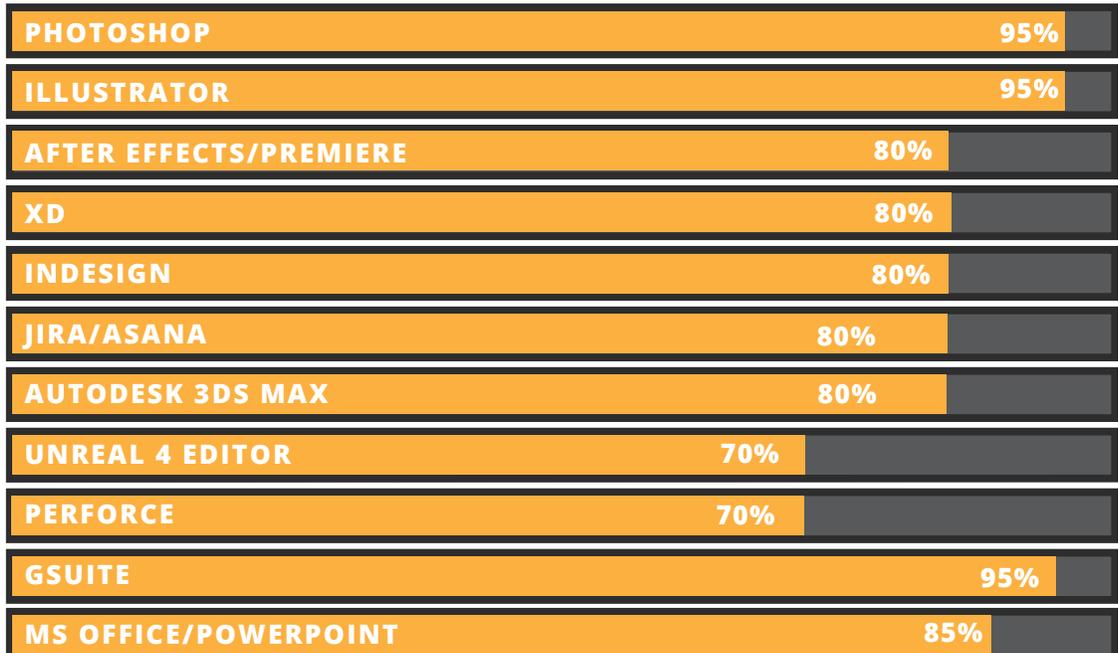
MENTORING

OUTSOURCING

- > Seasoned veteran with extensive experience art directing and mentoring teams to produce compelling marketing tailored to each game's core audience
- > Collaborating with Artists / Producers including internal teams
- > Project management & art direction of outsourced external illustrators and vendors
- > Excellent understanding of visual storytelling including creation of storyboards
- > Excellent communication skills both written and verbal to sell creative
- > Create Identity / Logo Design and Branding guidelines to ensure consistent visual standards across all platforms and media
- > Illustration in a wide variety of styles
- > Management of teams including hiring / reviews / 1-on-1s
- > Scheduling of team using JIRA and Asana
- > Self-motivated, self-managing
- > Excellent knowledge of typography, color, composition, photography, printing
- > Careful attention to detail
- > Always exploring and learning new programs / systems

TECH SKILLS

I am a strong believer in learning the latest technology to produce creative content faster in the most interesting ways possible.





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CAREER

2012-2019

MARKETING ART DIRECTOR

HI-REZ STUDIOS; ATLANTA, GA

- > Managed team of 5 artists including hiring, scheduling (JIRA & Asana), reviews, 1 on 1s
- > Designed and managed all game identity/logos including writing branding guidelines
- > Art directed all marketing & event art across all games
- > Created mailers, social media, signage, esports events
- > Managed international pool of outsourcers for illustration.
- > Illustrated key art for promotions

2010-2012

ENVIRONMENT ART LEAD

HI-REZ STUDIOS; ATLANTA, GA

- > Managed a team of 6 environmental artists including hiring, scheduling, reviews
- > Created FX, environments and lit levels for Global Agenda expansion
- > Designed early Tribes and SMITE levels.
- > Created Particle FX for SMITE

2008-2010

ENVIRONMENT ART LEAD

WARNER BROS. STUDIOS / SNOWBLIND; SEATTLE, WA

- > Managed a team of 10 environmental artists including hiring, scheduling, reviews
- > Created FX, environments and lit levels for Lord of the Rings: War in the North
- > Collaborated with engine team to create proprietary FX, editor and foilage tools

2006-2008

SR. ENVIRONMENT ARTIST

RAINBOW STUDIOS; PHOENIX, AZ

- > Created all environment art for 4 levels of Pixar Cars

1999-2006

SR. ENVIRONMENT ARTIST

SONY BEND STUDIOS; BEND, OR

- > Created all art assets for twelve levels for Syphon Filter series
- > Created and directed mocap for ingame cinematics
- > Created and directed ingame cinematics

1994-1999

CREATIVE DIRECTOR / VP

GROUP ONE, CINCINNATI, OH

- > Started ad agency with partner and grew it to \$2 million annual in sales
- > Clients included 1-800-Contacts, Proctor & Gamble, Kroger, Chevrolet
- > Managed all creative staff of 18 graphics designers, 2 art directors
- > Print campaigns, brand Identity, packaging, corporate annual reports
- > Directed commercials and multiple photography shoots