

Summary

Experienced educator and practitioner with over a decade teaching on the undergraduate and graduate level. Mentored and developed dozens of BFA and MFA theses, several independent studies, and more. Over 25 year of broadcast, gaming and interactive media. Multiple shipped AAA games, mobile products and VR titles for Oculus, Vive, and Daydream. Solo and group exhibitions at galleries and Universities around the world.

Skills

Designing
Directing
Platforms
Technical
Code

Art Direction | Branding | Graphic Design | Motion + Interaction Design | UX | UI | VRUX
Building Consensus | Creating | Innovating | Leading | Problem Solving | Strategizing
Android | Daydream | Gear | iOS | Oculus | PS4 | Switch | Vive | Web | Xbox One
Adobe Creative Suite | inVision | Maya | Sketch | Substance Designer + Painter | Unity | Unreal
AFRAME | HTML | CSS | C#

Education

Pratt Institute, New York

MFA Painting

2000

University of New Hampshire, Durham New Hampshire

BFA Painting

Minor Architecture, Art History, Philosophy

1996

Teaching

Industry Partner + Mentor

UX and Emerging Experience Design

New York University

Identified and presented real world design prompts at the intersection of the metaverse, interaction design and sports. Mentored multiple cohorts of students with a focus on concept development, real world application, and career growth.

2021-

Adjunct Instructor

Computer Arts Department (BFA, MFA)

School of Visual Arts, New York, New York

Taught a variety of courses from pre-college to MFA to help students become artists, designers, game makers and creative problem solvers. Our courses at SVA allow students to develop a unique visual style with the technical means to implement high fidelity creative work.

2000 – 2013

Coursework Including

- Game Design
- Game Art Production
- 2d Dynamic Media / Motion Design
- 3d Production/ Animation
- Digital Fine Arts Studio
- Thesis Production

Assistant Professor
Computer Arts and Technology (BFA)
Mercy College, White Plains, New York

2004 – 2006

Developed technical and theoretical approaches to produce high quality animation and digital effects for games and broadcast. Topics include modeling and shading for 3d, game production, digital lighting, and cinematic development.

Coursework Including

- Game Art Production
- Digital Animation
- Digital Production Studio

Instructor
Center for Advanced Digital Application (MA)
New York University, New York, New York

2002 – 2004

Class topics include production theory, pipeline and workflow, compositing and rendering theory.

Coursework Including

- Introduction to Modeling
- Intensive Computer Animation & Visual Effects.

Guest Lectures

Guest Lecturer, The Multiverse, ALFA Salons, Fitchburg State University, Fitchburg, MA	2022
Guest Lecturer, Social VR, NYU Tandon, IDM, New York, NY	2021
Guest Lecturer, Ideation & Prototyping, NYU Tandon, IDM, New York, NY	
Guest Lecture, Spring + Fall Demo Day, NYU Tandon, IDM, New York, NY	
Guest Lecturer, Virtual Reality, NYU Tandon, IDM, New York, NY	2020
Guest Lecturer, Ideation & Prototyping, NYU Tandon, IDM, New York, NY	
Guest Lecturer, Mercy College, Computer Art, New York, NY	2019
Guest Lecturer, NYU Tandon, IDM, New York, NY	
Guest Lecturer, School of Visual Arts, Computer Art, New York, NY	
Guest Lecturer, NYC Media Lab, New York, NY	2016
Guest Lecturer, Millersville University, Millersville, PA	2014
Guest Lecturer, Millersville University, Millersville, PA	2009
Guest Lecturer, Pratt Institute, New York NY	
Guest Lecturer, Bloomfield College, Art and Technology, New York NY	2008
Guest Lecturer, Mercy College, Computer Art, New York NY	
Guest Lecturer, Touro College, New York NY	
Guest Lecturer, Parsons School of Design, New York NY	2007
Guest Lecturer, Pratt Institute, New York NY	
Guest Lecturer, Pratt Institute, New York NY	2006

Professional Experience

Major League Baseball, Games and VR

Vice President, Design and Innovation - December 2021 to present

2013 -Current

Director of Experience Design - August 2016 to Dec 2021

Creative Director - May 2013 to August 2016

Responsibilities

- Define, recruit, and lead internal and external group focusing on Game Development, Product Design, UX/UI, Art Direction, Motion Design and more.
- League wide lead for emerging technology R+D and novel user experiences.
- Conceive and direct tentpole marketing including commercials and photo shoots with MLB athletes. Onset experience directing visuals and vfx.

Highlights

- Led development of R.B.I. Baseball reboot on multiple SKU from 2013 – 2021.
- Conceived, and directed MLB AR – Baseball's first augmented reality experience on iOS and Android.
- Prototyped and built business case for the MLB VR department. Built the team from 3 to 30+ with a focus on gaming and other emerging experiences.
- Conceived and directed At Bat VR - MLB's signature product for Google Daydream VR and Quest 2.
- Launched 3d data visualization for MLB Network "Enhanced Game of the Day".

Shipped products include Franchise MVP, Home Run Derby Mobile 2013-2021, Home Run Derby VR, MLB Line Drive, R.B.I. Baseball 2014 – 2021, and more.

Creative Director, Powerhead Games

Strategy and product development for iOS and web.

2012 – 2013

Shipped product includes Cuddle Pets on iOS.

Creative Director, 4mm Games

Led internal team to develop all game, marketing and web products. Owned the visual identity and game design for original IP. Developed a culture focused around design iteration and collaboration.

2008 – 2011

Shipped product includes Def Jam Rapstar on XBOX/PS4 and Wii and Dog Show Friends on Facebook.

Chief Creative Officer, www.thecomplexx.com

A casual MMO product. Defined launch platform, managed internal and external creative teams, and owned creative output.

2007 – 2008

Creative Director and Partner, Pixelplume

Specializing in motion graphics and animation, our clients varied from fortune 500 to high profile architectural firms including Armani, Atmosphere Pictures, Chanel, FuseTv, Getty Images, Nike, Lacoste, Microsoft, Radical Media and more.

2005 – 2008

Art Director, Street Trace NYC–XBOX, Gaia Industries, New York

Art Direction for an Xbox Arcade launch title. Shipped product includes Street Trace NYC and Wing Commander Armada.

2007

Art Director, Stuart Little II – PC, Hyperspace Cowgirls, New York	2003
Art Director on all cinematic shots including animation and team management. Lead Art for environments.	
Technical Director, Nickelodeon, New York	2001 - 2002
Various work for the Nickelodeon Digital Labs. We produced a wide variety of projects including the intro sequence for Invader Zim, a Jimmy Neutron motion ride at Universal Studios, and several animated show IDs. My work was split between concept development, technical direction, lighting, render and final composite.	
Concept Artist, CBS Sportsline, Nickelodeon, New York	2001
Produced conceptual design, color studies and shaders for three unique :30 spots airing during the Super Bowl. In addition, built pre-production 3d models to aid in texture and lighting setup.	
Concept Artist, Midnight Club, Rockstar Games, New York	
Created 2d and 3d renderings for Rockstar Games PlayStation 2 titles including Midnight Club and Smuggler's Run.	
Art Director, Gameloft, New York	2000
Managed all creative aspects of www.gameloft.com . Worked to integrate various departments (design, programming, development) to complete and launch new sites. In addition, conceived, designed and implement on-air interstitials and network ID for a gaming television show.	
3d Artist, Batman Vengeance-PS2, Ubisoft, New York	1999
Worked with the Art Director to produce environmental concepts, 3d models and 2d textures. Concepts, initial models and integrated 3d elements were used to create multiuse 'kits' inside UBI's proprietary engine.	

Awards and Honors

Fast Company Innovation by Design Honorable Mention	2018
AtBat VR	
Outstanding Digital Innovation Sports Emmy Nomination	2016
Chasing History: Making Reality Real Time 360 VR Videos series developed for World Series 2016	
Clio Sports Silver – Digital/Mobile Game	2016
MLB Line Drive	
Clio Sports Bronze– Digital/Mobile Game	
MLB Home Run Derby 2016	
Appy Awards - Mobile Game of the Year Action/Arcade/Sports	2015
MLB Home Run Derby 2015	

**Solo
Exhibitions**

LoveHateNow A Window Installation at Mixed Greens Gallery New York, NY	2010
Some Assembly Required Pablo's Birthday Gallery New York, NY	2009
False Flag Brot Und Spiele Galerie Berlin, Germany	2007
The Dark Hour Pablo's Birthday Gallery New York, NY	2007
Alexander Reyna Miller Weitzel Gallery Cleveland, OH	2006
ICONS (Project Room) Pablo's Birthday Gallery New York, NY	2004

**Selected
Group
Exhibitions**

"The Medium and the Message" curated by Jimi Billingsley Kleiner/James Center for the Arts, Woodstock, NY	2011
"autosemblematic" curated by Jennifer Junkermeier Local Project, Long Island City, NY	2010
"Digital Art LA" curated by Rex Bruce Los Angeles Center for Digital Art, LA	
"Painting with Pictures" curated by David Gibson and Savannah Spirit Casita Maria Center, Bronx, NY	
"Assets, Elements and Objects of Desire-Now in 3D" curated by John McIntosh School of Visual Arts Westside Gallery, New York, NY	2009
"Contemporary Flanerie: Reconfiguring Cities" curated by Vagner Whitehead Oakland University, Rochester, MI	
"BAC! 08 REVEIL-TOI" La Santa Gallery Barcelona Art Center, Barcelona, Spain	2008
"Coloring Book" curated by Louky Keijsers LMAKprojects, Brooklyn, NY	

"Continuous Current"

curated by Diane Field
MFA Computer Art Department, School of Visual Arts, NY

"Darklight Animation 1"

Darklight Film Festival
Dublin, Ireland

"Digital Graffiti at Alys Beach"

curated by Alan Hunter
Alys Beach, FL

"Digitalia: Intimacy in the Hyperreal"

curated by Evan J. Garza
Deborah Colton Gallery, Houston, TX

"Indian Summer"

curated by Jimi Billingsley
Pablo's Birthday Gallery, New York, NY

"Near Sighted, Far Out: Video Art Festival #003"

curated by Nicole Caruth
Harvestworks Digital Media Center, New York, NY

"On the Move" -Video Screening, curated by Jennifer Wilkey

The Everson Museum of Art
Syracuse, NY

"OpenCall"

Emerging Video Art
Cheekwood Museum of Art, Nashville, TN

"Over the Rainbow"

curated by Sisun Song
NEXT I(s) Art Project, Seoul Korea

"Red Hook Internation Film and Video Festival"

curated by Daniel Durning
Red Hook, Brooklyn, New York

"Particulate"

curated by Chris Coleman
Lumpwest, Eugene, Oregon

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curated by Chris Coleman
Vox Populi, Philadelphia, Pennsylvania

"Perpetual Art Machine 2006-2007: YEAR ONE"

Coachella Music and Arts Festival
Palms Springs, California

"Video Art in the Age of the Internet"

Co-curated by Nina Colosi and PAM
Chelsea Art Museum, New York, NY

2007

"Viewer's Choice Award"

Featured Artists-Cinema Scope
curated by Perpetual Art Machine Scope New York, New York, NY

"Adding Insult to Injury"

Kipp Gallery
Indiana University of Pennsylvania Indiana, PA

2006

"Adding Insult to Injury"

Central Missouri State University
Warrensburg, MO

Creative Thrift Shop

Nova Art Fair
City Suites Hotel, Chicago, Il

"Fabula"

Mushroom Arts
New York, NY

"Monkeytown Semiennial"

Monkey Town
Williamsburg, Brooklyn

Pablo's Birthday-Featured Artist

DIVA ART NEW YORK
Embassy Suites, New York, NY

"The Pursuit of Happiness"

curated by Christopher Howard
Sarah Bowen Gallery
Williamsburg, Brooklyn

"The Social Body"

curated by David Gibson
Rocket Projects Miami, Fl

The 1st Annual FEVA Pantheon Gala

New York, NY

2005

"Beautiful Dreamer"

curated by David Gibson
Spaces, Cleveland, Ohio

"Cinema Scope"

curated by Lee Wells
SCOPE ART 2005, Southampton, NY

"Culture Vulture"

curated by David Gibson
Jack the Pelican, Williamsburg, NY

"Multiple Partners"

curated by Carla Gannis
Pablos Birthday, New York, NY

Pablo's Birthday

Scope Art 2005

Flatotel, New York, NY

Pablo's Birthday

Scope Art 2005

TownHouse, Miami, FL

Photo New York

Creative Thrift Shop

New York NY

"Style Sessions"

curated by William Quigley

Milk Gallery, New York, NY

"Xsemination"

curated by John Derrick

University of Tasmania, Launceston, Tasmania