



John Rix

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SYNOPSIS:

- I work at the intersection of art, technology and business, weaving them into new approaches, processes and workflows to meet the ongoing demands of challenging productions across Animation, Games and Web.
- Multiple roles at start-ups, medium, and large studios, creating and growing 3D Tool and Rendering Departments, Motion Capture Studios, and Video Post-Production facilities as well as hands on production roles, earning 20 AAA Game credits, gives me breath and context to bring to varied roles.
- An analytic approach, balancing strategic initiatives with tactical realities to improve processes, pipelines and tools optimizing production to provide improved predictability of schedule and budget targets, without sacrificing visual targets
- Able to communicate complex visual and technical issues to foster understanding across disciplines, whether executive, marketing, producers, directors, engineers or artists.

OVERVIEW:

Bardel Entertainment: 2009-2012 (Television Animation, Casual Games)

Roles: Operations Management, CG Supervisor

Leap In Entertainment: 2007-2009 (Online Multi-Player 3D Social Start-up)

Roles: Art Director, CG Supervisor, Project Manager

Electronic Arts Canada: 1994-2007 (Console Games: PS2, PS3, Xbox360, PC)

Roles: Technical Manager, Art director, CG Supervisor, Product Manager

Rainmaker: 1986-1994 (Episodic TV, VFX, Commercial Post Production)

Roles: Designer, Digital Editor, FX Artist, Composer, 3D animator

CBC Vancouver: 1981-1986 (News, Episodic Television Production)

Roles: Designer, Graphics Animator

EMPLOYMENT DETAILS:

Bardel Entertainment: October 2009-Present

My role at Bardel concurrently encompasses a studio strategic and operation role as well as production specific roles:

Operations Management:

- Bid submission budgets, schedules, staffing, studio allocations
- Software purchasing, maintenance, deployment and tracking
- Team structures, staff recruiting, interviewing, managing, staff reviews, production procedures
- Contract review, client liaison, new business discussions, negotiations

CG Supervisor, Technical Director: 3D, 2D Animation projects

- Design workflow and tool pipelines; work with artists and engineers to develop the data pipelines to accompany the workflows, with tie-ins between various 2D, 3D software and Bardel proprietary Tracker software.
- Recruit, interview, hire and supervise various 3D/2D artists, and collaboratively develop the team staffing and structural requirements specific to each project
- Create solely or collaboratively, assets tests early in pre-production to validate budget parameters, client expectations, and technical feasibility
- Debug pipeline process or technical software issues and liaison with software vendors to resolve shortcomings in their software
- Ensure technical specifications are gathered, understood, tested and adhered to in areas of color space, geometry density, formats, codecs, software set-ups and naming conventions, and provide clear documentation to avoid issues downstream
- Quantify required work effort and team composition across all disciplines to budget costs and schedules for incoming bids, and track adherence to those budgets throughout production
- Highlight: Successfully taking over a show from a studio closing; merging pipelines of Bardel, closed Studio and Nickelodeon, while elevating the visual and technical benchmarks, increasing render throughput, while staying on time and budget
- Highlight: Establishing the studio infrastructure, pipelines and workflows to create the first Prime Time animated show using (ToonBoom) Harmony.

Creative Director: Interactive Properties

- Provided vision, leadership and guidance to ensure all aspects of game design, art, and audio were providing a consistent, engaging experience to the players of TokiWorld MMO
- Product Management in an Agile development environment, scrum facilitator, guiding product priorities and feature sets, and writing design documentation and product roadmap presentations for investors
- Art Direction; via illustrating mock-ups of GUI, characters, environments, and providing day to day group and individual feedback, critique and mentoring
- Highlight: Assembled a team of artists and engineers, and using agile development methodologies, went from prototype to beta launch in 6 months

EMPLOYMENT DETAILS CONTINUED:

Leap In Entertainment: July 2007- March 2009 Studio Art Director | CG Supervisor

Project: An immersive, console style 3D world, fully integrating social networking, media sharing and user generated content and customization, direct delivered via browser plugins and streamed downloading.

- Art Directed the visual goals, style and benchmarks, mentored and trained staff, conducted ongoing individual and group art critiques to provide a clear vision of the project and visual elements with ongoing feedback
- Designed and managed the development of a custom, fully integrated art pipeline with associated processes that was running early in production, giving artists quick visual feedback and confidence of how their art would look in-game
- Recruited, hired and managed day to day work for a team of 2D, 3D and technical artists creating a cohesive, fun group with good skill overlap
- Wrote and maintained wiki based documentation for feature design, visual style, art specifications, and art pipelines creating clarity of goals and techniques for existing team members, and enabling new team members to become productive quickly
- Designed and maintained art milestone plans, task scheduling, production tracking, and contingency plans for the art team, successfully keeping high quality visuals on time and in budget with a high degree of predictability

Electronic Arts (Canada): February 1994 to July 2007

Performed a variety of roles spanning both strategic management and 'hands on' production, illustrated by some key accomplishments:

- CG Supervisor (Technical Art Director) for FIFA Street 3 PS3/X360 redesigning shaders, lighting models and pipelines to add 50% more characters on screen while maintaining visual quality and 60fps
- EA Sports Supervising Art Director, establishing a consistent multi-franchise '07 look and feel while maintaining sport specific nuances (PS2/Xbox)
- Planned, instructed and facilitated pre-production workshops for EA Canada production teams to create cohesive team vision and early planning ahead of new production
- Active Charter member of multiple EA councils for graphics, workflow and pre-production, developing and evangelizing long term goals and initiatives to streamline and advance EA's world-wide production team processes and organization
- Managed the technical and business liaisons between EA studios and the major 3D vendors gaining early access to software, and influencing development to better support EA production
- Managed a group of technical artists and engineers who wrote and supported critical plugins and data converters for Maya/Max/XSI used by worldwide studios, and who acted as a swat team to jump start new processes and technology on production teams
- Planned and managed the facilities and processes of the EA Motion Capture, Video Post, and Audio Studios, providing world class services more responsively and less costly than outside facilities
- Developed (with HR) a comprehensive set of job descriptions and responsibility matrices for the art and technical art roles adopted throughout EA studios, improving morale for staff and providing clarity for managers

SELECTED CREDITS:

Monsters Vs. Aliens (2012), 3D animated TV Series | Nickelodeon
CG Supervisor, Operations

Teenage Mutant Ninja Turtles (2012), 3D animated TV Series | Nickelodeon
CG Supervisor

Planet Sheen (2010-2011), 3D animated TV Series | Nickelodeon
CG Supervisor

Bob's Burgers (2011), 2D animated TV Series | Fox Television
Technical Director

Neighbor's From Hell (2010), 2D animated TV Series | Fox, Dreamworks
Technical Director

Tokiworld (2010) Online game world | Bardel Productions, Telefilm
Creative Director, Product Manager

FIFA Street 3 (2007), PS3, X360 | Electronic Arts
CG Supervisor

Madden Wii (2006), Nintendo Wii | Electronic Arts
CG Supervisor, (Supervising Art Director)

NBA Live 2007 (2006), Xbox, PS2, PC | Electronic Arts Inc.
Art Director

NBA Live 2006 (2005), Xbox, PS2, Game Cube, PC | Electronic Arts Inc.
CG Supervisor, (Art Director)

NBA Live 2004 (2003), PS2, Xbox, PC | Electronic Arts Inc.
CG Supervisor

NHL 2003 (2002), PS2, Xbox, PC | Electronic Arts Inc.
Director, Digital Production Services (post production video, audio, motion capture)

SSX Tricky (2001), PS2, Xbox | Electronic Arts Inc.
Contributing Visual Artist, Special Thanks (Artist tools and 3D translators)

Triple Play Baseball (2001), PS2, Xbox | Electronic Arts Inc.
Director, Digital Production Services (Vitamin C video design, post production supervisor)

FIFA 2001 (2000), PS2, Xbox, PC | Electronic Arts Inc.
Director, Digital Production Services (post production video, audio, motion capture)

FIFA 99 (1998), PSX, PC | Electronic Arts Inc.
Intro Videos, CG Supervisor, title design

World Cup 98 (1998), PSX, PC | Electronic Arts Inc.
Intro Videos, Technical Art Direction, title design

Triple Play 98 (1997), PC | Electronic Arts Inc.
Special Thanks (Technical Art Direction, Motion Capture Supervisor)

Triple Play 97 (1996), PSX, PC | Electronic Arts Inc.
SGI Supervisor, (Motion Capture Supervisor, Title Design)

FIFA 97 (1996), PSX, Saturn, PC | Electronic Arts Inc.
Intro Videos, technical art direction, animation rigging and rendering, title design.

EDUCATION AND PROFESSIONAL DEVELOPMENT:

SIGGRAPH

1984-2011

- Attended a large variety of courses, papers, and sketches over the last 20 years, including ongoing local chapter presentations
- Juror for the 2003 Animation Theater program

Capilano University

1979-1981

Commercial Design & Illustration (Associate Degree)

- Graphic Design, Typography, Illustration, Photography and Pottery

Vancouver Community College (Focal Point)

1977-1978

Professional Photography Program

- Fashion Photography, Photojournalism and Advanced Darkroom Techniques

University of BC

1976-1977

Bachelor of Fine Arts Program

- Studio Art, Visual Analysis, Art History, and Philosophy