

John Rix
Resume 2008: Long Version
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SYNOPSIS:

- Multi disciplined Visual Artist and Designer with strong technical knowledge.
- Able to balance management and strategic initiatives with hands-on tactical production work.
- Strong analytical abilities; capable of communicating complex visual and technical concepts to Artists, Engineers and Management.
- Production experience includes: 3D animation, modeling, texturing, lighting, editing, VFX.
- Management experience includes: recruiting, staffing, budget and capacity planning, tracking, business relations and contracts.
- Over 20 credited, published AAA titles for X360, PS3, PS2, Xbox, PC and older consoles (see last page)

WORK HISTORY:

Leap In Entertainment

July 2007-Present

Leap In Entertainment is a start-up company developing a fully integrated 2D web, and 3D shader driven application that provides an immersive social network of customizable 3D Spaces encouraging multimedia media sharing and community, within a browser, delivered direct to consumer.

Director, Visual Development:

- Art Director driving visual goals, style and benchmarks, mentoring and training staff, conducting ongoing individual and group art critiques
- Design and oversight of a custom, fully integrated art pipeline and associated workflows and processes
- Recruiting, hiring and day to day management of a team of 2D, 3D and technical artists
- Feature design and documentation, priority planning, usability testing for lead product "Just Leap In"
- Milestone planning, task scheduling and production tracking, contingency plans
- Hands on production 2D and 3D artwork

WORK HISTORY: CONTINUED

Electronic Arts (Canada) Inc.

February 1994 to July 2007

Performed a variety of roles ranging from strategic management to 'hands on' production to as listed below:

August 2005-September 2006

Director, Visual Development:

CG Supervisor:

- Goal: to re-establish the FIFA Street Franchise for next gen (PS3/X360) platforms
- Work with tech artists and engineers to solidify, re-work and extend a fully integrated art pipeline directly hooking Maya to Perforce, database, and build processes, bringing best of breed approaches from across EA studios into one pipeline
- Work with rendering engineers to establish shaders (including hands on writing of image math) that created a high end look at lower cost, and maintaining 60fps
- Provided art direction support for Art Director in her first next Gen title role
- Provided Project Planning and task prioritization, and scheduling support for art and rendering until team was fully staffed
- Managed sub project creating pre-rendered marketing videos early in project before game assets were available
- Liason with Central Character Art Team to manage flow of assets and technical specifications to main team

August 2005-September 2006

Director, Visual Development:

- Set and oversee the strategic Art Direction on Current Generation console franchises to ensure consistent quality and fidelity to franchise visions (NBA Live, FIFA Soccer, NHL, March Madness, Rugby, Cricket, MVP Baseball, Champion's League Soccer, Madden Wii)
- Hands-on Art Director for NBA Live, MVP (Current Gen platforms)
- Recruit, interview, hire and mentor project specific Art Directors and CG Supervisors, as well as other more junior art staff.
- Facilitate/lead pre-production workshops for a variety of Sports franchises and actively participant in EA's worldwide Pre-production and Workflow Councils
- Provide hands on Art Direction in areas without adequate art direction coverage
- Write or review art related briefs, deliverables and priorities for specific projects and the central art teams.
- Write-up formal visual reviews at key milestones during development cycle
- Key contributor to long term initiatives such as Art staffing matrixes, pre-production tools and processes, artist workflows and tools

August 2004-August 2005

Director, Visual Development:

- Performed role of CG Supervisor/Art Director on the re-built NBA team
- Bridge the gap between art and engineering, working with artists specifying the technical requirements and workflows of art production, while working with the engineers to develop ways to push the visual limits on the game consoles
- Work with central art group to ensure the timely flow of assets while maintaining benchmarked quality, and debugging issues that arise in the pipelines.
- Design new production tools and methods and work with artists and engineers on their implementation
- Illustrate and document Visual Benchmarks, and production techniques

WORK HISTORY: CONTINUED

March 2004–August 2004

Director, Visual Development:

- Performed role of Product Manager, Central Tools and Technology Group:
- As a representative of internal customers, managed the art tools requirements, features set, release dates, smooth adoption and internal marketing of art tools
- Responsible for the technical and business liaison for the multi studio relationships with EA's major commercial 3D tool vendors

2001-2004

Director, Visual Development:

- Responsible for managing and providing strategic vision for a 3D Artist Tool Group (ADG) that wrote stand alone art tools and plug-ins for 3D packages and maintained a data translation path between them.
- Managed a group of Concept artists that provided pre-production art services to internal production teams.
- Supervised and created 3D content to augment the production needs on NBA Live, March Madness, SSX, Fight Night and MVP Baseball.
- Responsible for the technical and business liaison and the studio relationships with EA's major commercial 3D tool vendors

1998-2001

Director, Digital Production Services:

- Responsible for the oversight, strategic vision, budgeting and customer service model for EA worldwide Motion Capture Studio, Video Post Studios, Audio studios, and 3D Artist Tools Group
- Major contributor to the design and development of the world class media facilities for Motion Capture, Audio recording/mixing and video Post Production in EA's New Sanderson Way Campus

1996-1998

Technical Director, Artist pipelines and tools:

- Set up 3D processes for game production
- Worked with programming team to build art tools
- Evaluated / beta tested software and hardware for production use
- Managed and Art Directed video editors, composers and 3D artists
- Specified hardware and software for 3D production
- Backup System administrator and software maintenance

1994-1996

Art Director, Designer, and Animator:

- Design and animation of title sequences involving 3D, 2D and video
- Design and implement Game interfaces
- Logo Design and packaging for Game Titles
- Technical support of SGI network and training of 3D artists
- Credits include FIFA '95-'99, NHL '98, ReBoot, and Triple Play '97-'98

WORK HISTORY: CONTINUED

Fathom This Underwater Productions

July 2002 to March 2005

Partner:

- Editor, VFX Artist, Still Photographer, Narrator for 'Extreme Green', an underwater documentary covering the aquatic life of British Columbia as seen by SCUBA divers.
- Designer, webmaster for www.fathomthis.ca

Rainmaker Digital Pictures (formally known as Gastown Post & Transfer)

1986 to 1994

Designer / Animator:

- Designed and animated 2D and 3D Station identification packages, special effects and commercial tags
- Composited complex live action / CG effects scenes
- Project budgeting and technical liaison through all aspects of Production and Post Production
- Effects / compositing work on 5 Lotus Awards winners.
- Optical effects & "Quickenings" on 24 episodes of the Highlander TV series
- Recipient of a Broadcast Designer Award for Title Animation

Emily Carr School of Design

1990 to 1991

Instructor:

- Taught 4th year Electronic Design course emphasizing television design and animation.
- Responsible for course content, lecturing, tutoring and grading

CBC Vancouver

1981 to 1986

Designer/Animator/Animation Director:

- Designed and produced graphic titles, logos, animations and print ads for a variety of local and national television programs.
- Supervised/directed post production FX of animated titles at outside post facilities
- Supervised all aspects of production, post production, and printing.
- Recipient of a Gold and Bronze Broadcast Design Association Award for on-air news graphics
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By Design

1981-1986

Owner: Graphic Designer

- Designed and produced a variety of corporate identification packages, brochures, catalogues, newspaper ads and television graphics
- Handled all aspects of design, implementation, print supervision and financials

John Rix Pottery

1975-1986

Owner: Production pottery, sculpture

- Designed and produced a wide variety of pottery for both retail and wholesale distribution.
- Handled all aspects of production, including clay and glaze formulation, testing, wheel work, kiln building and firing
- Handled all aspects of marketing, sales, booth design and set-up and financials

EDUCATION:

SIGGRAPH

1984-2008

- acm member; Vancouver SIGGRAPH chapter member
- Have actively attended the conference program 15 of 25 years, attending a variety of courses, papers, sketches and special presentations.
- Juror for the 2003 Animation Theatre program

Capilano College

1979-1981

Commercial Design & Illustration (associate degree)

- Completed studies in Graphic Design, Advertising, Typography, Illustration, Photography, Environmental Design and Pottery
- Graduated with honors. Awarded honorary membership in the Canadian Federation of Artists

Vancouver Community College

1977

Professional Photography Program

- Completed studies in Advanced Photography, Fashion Photography, Photojournalism and Advanced Darkroom Techniques

University of BC

1976-1977

Bachelor of Fine Arts Program

- Completed Studies in Studio Art, Visual Analysis, Art History, Philosophy and English

MISCELLANEOUS:

Hardware and Software experience:

- 3D: Softimage|XSI, Mental Ray, Maya
- 2D: PhotoShop, Premiere Pro, After Effects, other Adobe production software
- Process: Word, Excel, Trac, Wikis, Perforce, MS Project, OpenProject, AlienBrain.

Off hours:

- Avid SCUBA diver (PADI Divemaster), underwater photographer (published), High Performance Driving (Track days)

Contact information:

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SELECTED GAME CREDITS:

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

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

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

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

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

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

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

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

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

FIFA 99 (1998), Electronic Arts Inc.
All platforms:
Intro Videos, CG Supervisor, title design.

World Cup 98 (1998), Electronic Arts Inc.
All platforms:
Intro Videos, Technical Art Direction, title design.

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

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

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

FIFA Soccer 96 (1995), Electronic Arts Inc.
Genesis:
Intro Videos, animation rigging, rendering, title design.