



**ART DIRECTOR
MARKETING CREATIVE
SENIOR CONCEPT ARTIST
ART OUTSOURCING LEAD**

Over 10 years experience working on different AAA projects.

Roles both in branding / presentation and production at a creative and a leadership level.

Experience working with movie studios and franchises.

Experience with management processes and developing production pipelines.

Ability to work both with 2d and 3d (FX education)

Experience with outsourcing management.

Work featured in advertising, at events and on the cover of publications including :

gameinformer



Experience working with and providing feedback to external creative partners and agencies.

REFERENCES AVAILABLE
UPON REQUEST

CONTACT ME

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ALEKS RUIZ

EXPERIENCE

- **CONCEPT ARTIST | LEVEL ARTIST AT GRIN BARCELONA** 06/2007 - 11/2007
 - Built breakables and 3d props for UNREAL TOURNAMENT III PhysX maps.
 - Characters and world concept art on WANTED : WEAPONS OF FATE (Warner Bros.)
- **CONCEPT ARTIST AT AT GRIN STOCKHOLM** 12/2007 - 03/2009
 - Character, brand & world concept art on BIONIC COMMANDO (Capcom).
+ Preliminary lighting of environments in engine.
 - Character concept art on TERMINATOR SALVATION (Movie & Game)
+ Feedback to 3d character art team and external studios assisting in quality management.
 - World and characters concept art on Fortress (Canceled FINAL FANTASY)
 - Development pitches concept art for prospective clients (Konami, Capcom, Appeal).
- **CONCEPT ARTIST FREELANCE** 03/2009- 06/2009
 - Character and world development concept art on a canceled IP (UTV Ignition Entertainment)
 - Fashion Week internship (Shanghai Fashion Week)
- **SR. CONCEPT ARTIST AT UBISOFT MONTPELLIER (CONTRACT)** 07/2009- 01/2010
 - Character concept art and World development on a canceled Sci-Fi Playstation 3 exclusive
- **SR. CONCEPT ARTIST AT DONTNOD ENTERTAINMENT** 01/2009- 09/2010
 - Character concept art and world branding development on REMEMBER ME (Capcom).
+ Feedback on outsourced assets for 3d characters and tech explorations support (clothing shaders).
- **SR. CONCEPT ARTIST | PRINCIPAL MARKETING ARTIST AT UBISOFT TORONTO** 10 /2010- 02/2018
 - Character and world development on SPLINTER CELL: BLACKLIST.
 - Full realization of Key arts in brand.
 - Development of product placement pitches, logos, branding identity.
 - Branding of by-products including SPLINTER CELL: ECHOES comic book.
 - Responsible for PR packages and E3 and other showcase deliverables.
 - Quality control and feedback on junior artists marketing assets.
 - Merchandising design.
 - Character and world development on FARCRY 4.
 - Key arts development for brand, feedback to external creative agencies.
 - World development on WATCH DOGS 2
 - **Character art direction, world building and visual development on WATCH DOGS LEGION.**
 - Key arts art direction.
 - Initial research and documentation for general character art direction and high level direction.
 - Preparation of the outsourcing pipeline and internal and external scope for character production.
 - High level initial character art direction concepts.
 - Development of a technical pipeline for modular clothing assets. (Reducing repetition in crowd while minimizing performance risks.)
 - Training documentation and outsourcing pipeline documentation for external partners.
 - Feedback to 3d character art team.
 - Management of outsourcing callouts and briefings.
- **ART OUTSOURCING PRODUCER & ART LEAD AT T A K E - T W O BARCELONA** 03/2018 - 04 / 2019
 - Art direction & New IP visual development soft-launching 6 fully art ousourced titles.
 - Definition and maintenance of the Art Outsourcing processes, tools and reports.
 - Recruitment of new partners specialized in outsourcing art, negotiation of contracts and conditions.
 - Management of external partners on: Concept art, 3d and animation providing direct art feedback and guidelines ensuring improvement in quality and timely deliveries on 6 projects outsourcing 60% percent of production.
 - Management and quality control of all outsourced marketing art.
 - Definition of the workflow and outsourcing pipelines within the studio.
 - Tracking and reviewing tests.
 - Financial reporting and externalization strategy definition.
 - Training of external partners and art resources.
 - Production of art related briefings and documentation.
 - Documentation training of the studio Lead artists and leveling up of company practices.
 - Recruitment supervision and training of internal outsourcing employees.
 - Asset integration supervision.
- **STUDIO ART DIRECTOR (REMOTE) AT SHARE CREATORS - OUTSOURCING STUDIO** 04 / 2019 - 10 /2019
 - Art direction and art feedback on marquee mobile and AAA collaborations (Destiny 2, Diablo immortal, COD Mobile amongst others)
 - Definition and maintenance of the Outsourcing processes, tools and reports.
 - Recruitment of freelancers for various mandates
 - Tracking and reviewing tests.
 - Training of external partners and art resources.
 - Production of art related briefings and documentation.
 - Training of the studio Lead artists and leveling up of company practices.
- **ART DIRECTOR AT UBISOFT PARIS** 05 / 2019 - 10 / 2020
 - Sole art director of lead studio on a marquee brand cross platform title (AAA to Mobile transition)
 - Definition of the product visual identity and positioning
 - Hiring and art team management across all the studio
 - Definition of the rendering tech pipelines and high level tech art mandates (Unity)
 - Production of high level art direction documents on all production topics.
 - Continuous production feedback
 - Management of trailer and other externalized marketing assets

● **ART DIRECTOR AT *NetEase Games* (REMOTE) MONTPELLIER** 

02 / 2021 - 12 / 2022

- Product conception (Co-creative)
- Definition of the product visual identity and positioning
- Hiring and art team management across all the studio
- Definition of the rendering tech pipelines and high level tech art mandates (Unreal V)
- Product of art direction rip-o-matics (Video executions)
- Production related art direction documentation

● **HEAD OF ART AT *MY.GAMES* AMSTERDAM** 

01 / 2023 - Present

- Drive several product leadership teams to develop and champion a cohesive aesthetic vision
- Develop partnerships with external entities to help products hit technical and quality targets (Unreal V)
- Assemble requirements for products and generate pipeline solutions that support them
- Team up with leadership to define and review important milestones and roadmaps for all titles
- Create / promote visual targets and high-level documentation to help products achieve AAA quality
- Improve art pipelines, quality and drive improved processes for marketing and brand assets
- Help produce creative direction frameworks to support AAA product positioning

EDUCATION

● **ANIMATION 3D 2D AND SPECIAL EFFECTS AT ARTFX MONTPELLIER**

Program included: Compositing, Art Direction, Matte-painting, 3d, 2d, Animation, Sculpture, Acting and the making of a 3min CG feature film.

● **PSYCHOLOGY AND SOCIOLOGY AT PAUL VALERY UNIVERSITY MONTPELLIER III**

LANGUAGES

FRENCH (FLUENT)
ENGLISH (FLUENT)

SPANISH (FLUENT)
JAPANESE (BEGINNER STUDENT)

HOBBIES & INTERESTS

Martial Arts
Cinema
Human Behavioral Psychology

Photography
Gaming
Electronic Music

Fashion design
Litterature
Foreign cultures