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ART DIRECTION ✂ ILLUSTRATION ✂ OUTSOURCING MANAGEMENT ✂ BRAND CREATIVE

OVERVIEW

With 15+ combined years across AAA development and mobile, including work ranging from movie licenses to major game IPs, I am dedicated to empowering creative teams and elevating projects via way of constructive leadership. Skilled at balancing artistic vision with schedule demands and bridging teams with insights, I thrive in problem-solving with an unwavering commitment to quality. I love bringing my curiosity and expertise in visual direction, documentation, pipelines, branding, project management, illustration, IP creation and technology into collaborations with professionals who share my passion for innovation and storytelling.

EXPERIENCE

HEAD OF ART (FRANCHISE)

AMSTERDAM

MY.GAMES // 01/2023 - PRESENT

Built a new foundation in the Amsterdam HQ to strengthen IP creation, marketing art, outsourcing, and game visual targets.

- Provided Unreal V pipeline solutions, risk assessments and remedial action plans tailored to projects.
- Collaborated with the Art Directors, creating AAA game visual targets and mocks, standard documentation and supporting plans.
- Created goals with team Art Leads and Producers for securing platform approvals and improving visual achievements on live titles.
- Sourced, budgeted and planned schedules for external strike teams to solve critical production blockers and issues.
- Reviewed and risk assessed studio and creative pitches for the Knights peak publishing division.
- Reviewed external software solutions, partnerships and supported consumer research, preparing art surveys.
- Worked directly on Marketing, executing the brand books and key assets for upcoming titles, briefing and reviewing external assets.

ART DIRECTOR (REMOTE)

MONTPELLIER

NetEase Games // 02/2021 - 12/2022

- Part of a team of 3 establishing product creative vision and market positioning for a new unannounced AAA IP.
- Managed the digital content art pipeline, supervising internal/external/outsourcing art and technical art teams (Unreal V).
- Established Art Bible, Style Guides, and Art Pipelines.
- Generated milestone briefs, plans and deliverables for art, cinematics, narrative and animation.
- Developed visual and cinematics materials, creating cutscene storyboards, lighting scripts, concept art, video edits and style sheets.
- Generated character lookdev assets (Unreal V).
- Hiring plan, HR training and recruitment to scale a new studio and support establishing AAA pipelines.

ART DIRECTOR

MONTREUIL

UBISOFT PARIS // 05/2019 - 10/2020

- Art Direction for entire game content and marketing (including CG trailer supervision). (Canceled Farcry title)
- Managed the art pipeline and technical art team in delivering a crossplatform AAA title (including mobile).
- Managed a team of artists, animators, and outsourcing for a battle royale game and created an internal pitch for a separate IP.
- Developed comprehensive visual quality goals, created benchmark illustrations and asset creation guides for the art bible (Stylized).
- Collaborated with the production, tech and design teams to establish relevant art, rendering and tech art deliverables plans.
- Briefed and supervised several tools and features for PCG and world randomization (Houdini and Engine integration).
- Maintained liaison and materials to facilitate communication between the project and Franchise executive director (Farcry).

STUDIO ART DIRECTOR (PART-TIME REMOTE)

SHARE CREATORS // 04/2019 - 10/2019

- Supervised art teams and maintained content quality on major collaborations (Call of Duty mobile, Diablo Immortal, Destiny 2 & more).
- Recruited and allocated freelance/internal resources to projects in alignment with visual targets.
- Designed, tracked and reviewed art tests.
- Trained leads and assisted in leveling company best practices, executed finish on some key high-polish illustrations.

OUTSOURCING ART LEAD | PRODUCER

BARCELONA

TAKE-TWO // 03/2018 - 04/2019

- Managed the digital content art pipeline , planning and reviewing assets for 6+ titles across marketing, 2d/3d, animation, UI/UX, VFX.
- Defined and maintained outsourcing processes, tools and reports.
- Established new partnerships and maintained relationships with existing providers.
- Recruited and negotiated contracts, pricing and conditions for partners and freelancers.
- Helped teams define strategies through financial and qualitative reporting.
- Trained internal leads and external partners in art documentation, quality goals and pipelines driving cohesion to assist deliveries.
- Maintained an extensive provider database to optimize department KPIS.
- Art direction on a fully outsourced title and hands-on corrections on illustrations across the entire portfolio.

SR. CONCEPT ARTIST | PRINCIPAL MARKETING ARTIST | CHARACTER ART DIRECTION

TORONTO

UBISOFT TORONTO // 10/2010 - 02/2018

- Provided character designs, gameplay beat boards and location ideation for Splinter Cell: Blacklist | Farcry 4 | Watch Dogs 2 | Assassin's creed Unity | Watch Dogs: Legion | Several canceled projects.
- Fully realized key arts and drove high visibility brand assets for Splinter Cell: Blacklist | Farcry 4 | | Watch Dogs: Legion | Division 2.
- Designed graphic pitches, merch, logos, comics, covers and presentation related assets for publications.
- Created briefs & provided internal and external feedback on all asset types for showcase events and publications.
- Developed core technical systems, benchmark concepts and initial vision for Play as anyone (characters) on Watch dogs: Legion.
- Planned initial budgeting, outsourcing training and documentation, and deliverables for the character data pool on Watch dogs: Legion.

SR. CONCEPT ARTIST (CONTRACT)

PARIS

DON'T NOD // 01/2009 - 01/2010

- Developed character designs and in-world branding in collaboration with the writing team on Remember Me.
- Collaborated with the character art team on shading technical explorations and outsourcing feedback.

SR. CONCEPT ARTIST (CONTRACT)

MONTPELLIER

UBISOFT MONTPELLIER // 07/2009 - 01/2010

- Collaborated with the Creative director on character visual development and world for a canceled new IP (Sci-fi).
- Collaborated with the character art team on shading technical explorations and outsourcing feedback.

FREELANCE CONCEPT ARTIST

MONTPELLIER

// 03/2009 - 06/2009

- Produced visual development on a canceled new IP (UTV Ignition entertainment)
- Trained storyboarding at Emile Cohl (School)

CONCEPT ARTIST | ENVIRONMENT ARTIST

BARCELONA & STOCKHOLM

GRIN // 06/2007 - 03/2009

- Built 3d breakables and environment assets for Unreal Tournament III.
- Provided character designs, branding and location ideation for Wanted: Weapons of Fate | Terminator Salvation | Bionic Commando | Canceled project. (Included film and games related tasks) and assisted in developing client pitches (Konami, Capcom, Appeal ...).
- Pre-lit environments in engine.
- Provided feedback to character outsourcing.

EDUCATION

- **BACHELOR OF ARTS** - 3D VFX 2D ANIMATION, PRODUCTION DESIGN.

MONTPELLIER

ARTFX // 2004 - 2007

- CERTIFIED LEGAL AND COMPLIANCE TRAINING (TAKE-TWO).
- ADVANCE MANAGEMENT AND LEADERSHIP COURSES (UBISOFT).

FAMILIAR WITH MAYA, ZBRUSH, KEYSHOT, PS, ILLUSTRATOR, AFTER EFFECTS, PREMIERE, SUBSTANCE, MARVELOUS, DAVINCI RESOLVE, UNREAL ENGINE AND PROPRIETARY ENGINES, JIRA, CONFLUENCE, VARIOUS CRM.

REFERENCES AVAILABLE UPON REQUEST