

TODD LUBSEN

SYNOPSIS:

As a seasoned Art Director, visual brand steward and creative team manager, I offer expertise in games and interactive entertainment product conceptualization, development, and brand identity building.

My cross-disciplinary leadership, Microsoft management training and outstanding communication skills are focused on building effective teams and delivering high quality products. Please see my LinkedIn profile.

- Contributed to 25 shipped entertainment products
- 19 years of 2D, 3D Art/ Graphic Design experience
- 10 years of creative team leadership experience
- 5 years of brand/IP Management experience
- Multi-platform production experience; PC, PS3, Xbox, web
- Worked for Fortune 500 companies and independent developers

SPECIALTIES:

Creative Direction, IP creation and stewardship, visual design, branding and identity systems, game development, toys and ancillary products, rapid prototyping, creative product-segment ownership and planning, Agile / Scrum, team leadership and contract oversight.

PROFESSIONAL EXPERIENCE:

ADJUNCT FACULTY

IADT- SEATTLE

2012

Responsible for formal classroom instruction and mentoring of BFA matriculating college-level students in game production and visual design disciplines.

- Taught junior college level course (GAME310-Business Principles of the games Industry) Spring Qtr. 2012
- Taught freshman college level course (DES101-Introduction to Design) during Fall Qtr. 2005
- Developed syllabi and instruction materials for two 10-week courses
- Served on IADT Advisory Board for Visual Communications Department in 2006

CREATIVE DIRECTOR

BOLDMAN CREATIVE GROUP, LLC

2011

Responsible for communicating strategic goals to owner, organizing actionable design solutions, establishing conceptual and stylistic direction for start-up company and its products, sourcing and orchestrating the work of creative staff and contractors.

- Directed creative functions, established artistic benchmarks and production frameworks for collaboration
- Developed branding and communications graphics, finished printed products, pitch kits, animations and other interactive prototypes
- Sourced, hired and directed creative resources for initial product
- Supported Operations staff with recommendations for the creative org to meet market demands, build capabilities, research tools and processes, set expectations and objectives, in order to accomplish BCG strategic goals and drive revenues

ASSOC. ART DIRECTOR / IP PRODUCTION MGR

SONY ONLINE

2008 - 2011

Responsible for creative content, production and team management of 4 product segments; UI, environments, weapons, and VFX. Hiring manager with teams of 7-18 FTE direct reports. Art Directed and individually contributed to all 4 segments from pre-production phase to Alpha complete.

- Supported SOE Brand Mktg and BizDev teams in San Diego with creative content and oversight on the original spy genre PS3/PC MMO/FPS title "The Agency". Co- architected an ARG marketing initiative, conceived and displayed how everything from a Cadillac to a deodorant could be advertised within our game. The IP MGR role evolved over time and necessity into Associate Art Director role.
- Re-wrote weapons production pipeline and co-developed materials surface shaders in Unreal, meeting Alpha milestone aesthetic targets and PS3 performance-acceptable instruction counts.

- Designated point-of-contact for outsourcing vendors, with responsibility for relationships, pipelines, creative approvals, and contract oversight. Re-evaluated several previous contracts saving \$130K in FY08.
- During crucial 6 month transition from acquisition founder's senior team to SOE-owned studio management structure, I managed the Seattle Studio art department staff of 40. Regular communications with corporate directors, HR and VP-level executives. Handed off the Art team to the new Art Director with deadlines and team morale intact.

IP / BRAND MANAGER

GAS POWERED GAMES

2006 - 2008

Responsible for conceiving, developing and managing visual brand ID assets for GPG's corporate, ecommerce, "GPGnet" portal UI, retail products and PR/Marketing assets in print and online channels. Managed FTE web team and cross-group collaborations with internal PD teams on visual design of product brand and marketing materials. Directed external vendor and agency output. Please see GPG examples at www.gaspowered.com.

- Won publisher's (2K) trust and creative control on 2 Dungeon Siege product packaging/website design campaigns. Built and maintained open, honest partner relationships resulting in clearer requirements, reduced dev time, bottom-line savings to publisher and additional revenue to developer.
- Conceived and managed GPG Corp. visual brand ID re-launch. From business cards and marketing materials to website, my team delivered visual consistency to a challenging corporate brand overhaul, followed swiftly by an e-commerce launch.
- IP / Legal liaison; managed TM & © filings, searches and ancillary GPG product development efforts; apparel, printed goods, film options. Regularly communicated with C-level and EVP executive staff.
- Conceived and contributed visual brand ID materials and in-game creative content for award-winning, groundbreaking "Supreme Commander" RTS franchise including; SCFA master logo, in-game faction designs, PR / marketing assets, print packaging, and "GPGnet" UI.

VISUAL DIRECTOR

WIZKIDS / TOPPS, INC.

2004 - 2005

Responsible for creative direction and production oversight on all visual attributes of multiple concurrent product lines (i.e. "everything inside the box"). Team leadership and personal creation of art and visual designs for new game products. Regularly communicated with C-level and EVP executive staff. Hiring manager with 13 FTE direct reports in 2 continental U.S. locations. WizKids released 35mm figure-based licensed & original tabletop gaming figurines, and all-new formats including constructible strategy games.

- Art Directed sculpting efforts on original and licensed properties; MechWarrior-Age of Destruction, Zypods. Responsible for design/conceptual art, industrial design/RP, internal approvals and QA of new products.
- Delivered licensor-approved final creative content for "HeroClix" "DC - Legacy" set on time and budget within 1st year on the job, resulting in satisfaction of Topps, Inc. FY2004 sales targets.
- Lead role on collaborations with DC and Marvel Licensing, external focus testing, rapid-prototyping vendors and suppliers, internal Brand, Publishing, Production and Marketing teams.

MULTIPLE ROLES

MICROSOFT GAMES STUDIOS

1996 - 2004

DESIGN LEAD, MGS SHARED RESOURCES GROUP 2003 - 2004

Responsible for managing visual design and content of US and Int'l. English UE-master Print manuals for Microsoft Games Studios PC and XBOX releases. Ensured all UE handoffs and cross-group responsibilities were met for Product Development, Int'l Release Operations, Localization and User Experience teams. All components shipped on time, on budget.

- Managed contractor personnel. Point of contact for external vendor relationships and cross-group collaborations with MGS PD teams, Product Management and MGS Marketing.

ART DIRECTOR, MGS INTELLECTUAL PROPERTIES TEAM 2000 - 2002

Responsible for IP Art Dept. under MGS Creative Director Jordan Weisman; chartered to conceive and design new forms of gaming for MGS. Directed conceptual & production art efforts on concurrent projects for multiple internal studios, including in-game content, marketing support assets, prototypes and specialized art services.

- Collaboratively conceived original creative and visual concepts, directed, created and delivered final content for "A.I.Web", a.k.a. "The Beast", a pioneering web-based Alternate-Reality Game and film marketing vehicle for Dreamworks SKG/Warner's "A.I. Artificial Intelligence" in less than 7 months.
- Personally responsible for creation of unique and consistent visual brand ID system for "Crimson Skies" IP, including PC game UI and print SKUs. Brand ID was adopted by UE and IP Licensing teams for ancillary media products; comics, novels, toys, film options.

- Microsoft trained as hiring manager with 7 FTE Direct reports and contractors. Responsible for performance reviews, hiring, resource planning, scheduling, training and mentoring. Point of contact for external vendors and cross-group collaborations with MGS Product Development teams, MGS PMO and MGS Marketing.

ART LEAD / ARTIST, EBU/ACTION ARCADE STRATEGY GROUP 1999 - 2000

Responsible for driving internal Art production on “Crimson Skies”-PC UI and print product segments and managing creative relationship with external developer Zipper Interactive. Ensured all project GUI & user experience art deliverables and cross-group dependencies were on time, on budget.

- Microsoft trained as new manager with 6 FTE Direct reports and contractors. Cross-group Lead with MGS UE Shared Resources, MGS Localization, MGS Marketing teams.
- Promoted to Art Lead from 2D/3D Artist in December 1999, one year after “going blue”.

2D / 3D ARTIST 1993 - 1998

- FTE Individual contributor and contractor roles at IBM Corp. (1993- 1994 Atlanta, GA), Humongous Entertainment Inc. (1995- 1996 Woodinville, WA) and Microsoft’s Entertainment Business Unit (1996 -1998 Redmond, WA).
- 6 years production experience on multiple released PC and Mac titles using proprietary game engines.

EDUCATION:

BACHELOR OF FINE ARTS SAVANNAH COLLEGE OF ART AND DESIGN 1988 - 1992

- *Cum Laude* Graduate, Major in Graphic Design, Minor in Illustration.

REFERENCES AND RECOMMENDATIONS: Available upon request. Please also see my LinkedIn profile.

GAMEOGRAPHY: also see [mobygames developer profile](#)

- (2008-2011 - Sony Online Entertainment) “The Agency” PS3 and PC (Unreleased)
- (2007 - Gas Powered Games) Supreme Commander-PC, Supreme Commander: Forged Alliance-PC, Space Siege-PC
- (2006 - Gas Powered Games) Dungeon Siege: Deluxe Edition-PC, Dungeon Siege: Throne of Agony-PSP
- (2005 - WizKids) DC & Marvel HeroClix-CMG, MechWarrior-CMG, MageKnight-CMG, Zypods-CMG, Pirates-CSG
- (2004 - Microsoft Games Studios) Dungeon Siege: Legends of Aranna-PC, Sudeki-XBOX
- (2003 - Microsoft Games Studios) Crimson Skies: High Road to Revenge-XBOX; Zoo Tycoon Coll’s Edition-PC
- (2002 - Microsoft Games Studios) Quantum Redshift-XBOX
- (2001 - Microsoft/Dreamworks/Warner) A.I. Web-ARG
- (2000 - Microsoft Games Studios) Crimson Skies-PC, Mechwarrior4-PC, MechCommander2-PC, Allegiance-PC
- (1998-1999 - Microsoft Games Studios) Age of Empires 2-PC, Asheron’s Call-PC
- (1997 - Microsoft Games Studios) Close Combat 2-PC
- (1996 - Humongous Entertainment) Pajama Sam-Mac/PC
- (1995 - Humongous Entertainment) Putt-Putt Saves the Zoo-Mac/PC
- (1994 - IBM Eduquest) The Book of Shadowboxes-Mac/PC

HIGHLIGHTS & ACTIVITIES:

- Charitable Home Building and Restoration, New Orleans, LA, May 2010
- Featured in *Game Informer* Magazine, July 2007 issue #171, Feature article *Alternate Reality Games*, pg.24
- Guest Lecture, Univ of Washington, March 2, 2005: *A.I. WEB - The First Successful Alternate Reality Game*
- Illustrations featured, *Pause & Effect The Art of Interactive Narrative* ©2003 Mark S. Meadows, New Riders Press
- Society for Technical Communications Excellence Award, 2002: *Allegiance* QRC Design
- Logo Design artwork featured in *The Wall Street Journal*, Marketplace Section B, April 30, 2001: *Bizarre Web Game pops up to promote Spielberg’s “A.I.”*
- Society for Technical Communications, Distinguished Award, 2000: *Age of Empires 2: The Age of Kings* QRC Design
- Society for Technical Communications, Merit Award, 2000: *Age of Empires 2: The Age of Kings* Book Design
- Charitable Home Building and Restoration, Gundy & Hurley, VA, May 1985
- Artist Blacksmithing, various works, 1994 - present