

Darren White

Art Director

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Aug 2018 **Electronic Arts (EA)** Guildford

- Present **Project Art Director (Ghost > Criterion)**

Established, developed and championed the art vision for *Need for Speed: Heat* and an unannounced *Criterion Project*. Aligned with design, brand, production and tech to make sure we delivered the highest quality and most appropriate art for the title. Provided clear, constructive and inspirational feedback/guidance with the art discipline leads, ensuring the team of around 50 internal artists and outsource partners hit style and delivered both on time and at quality.

Nov 2017 **Interior Night**, London

- July 2018 **Studio Art Director**

Set up a new team/studio developing an unannounced narrative IP for SEGA. Created full production schedule, pipelines and vertical slice showcasing a unique visual style.

Jan 2009 **Slightly Mad Studios**, London

- Nov 2017 **Studio Art Director**

Developed *Need For Speed: Shift*, *Shift 2 Unleashed*, *Red Bull Air Race the Game* and *Project CARS 1 & 2*, AAA multi-platform racing games acclaimed for their visual quality. Responsible for the visual style and art production. Coordinated and mentored the art team, ensuring consistency, quality and budgetary requirements were met. Art Directed mobile titles including *The Walking Dead Assault* and *Eager Beaver*.

June 2000 **Firefly Studios**, London

- Jan 2009 **Artist > Lead Artist > Art Director**

Created/directed high quality art for a variety of titles including *Dungeon Hero* and the *Stronghold Series*.

June 1999 **Havas Interactive Impressions**, London

- June 2000 **Artist/Animator**

Art and animation for *Ultimate Soccer Manager 2000*.

Sept 1997 **The Vega Group**, Welwyn Garden City

- June 1999 **Graphic Artist > Senior Graphic Artist**

Produced simulation graphics for the RAF and MOD.

1994 - 97 **Loughborough University**

2:1 BA(Hons) Industrial Design and Technology

1986 - 93 **Skinnners' Grammar School**, Tunbridge Wells

A Level: Physics (B) Maths (B) Art & Art History (C) AS Maths (A)

MOTIVATED CREATIVE VISUAL LEADER

Key Responsibilities:

- Define visual style
- Art style guides
- Presentations and pitches
- Art schedules and reviews
- Staff appointment and appraisal
- Team mentoring and training
- Art team wellbeing
- Coordinate outsourcing
- POC for licensing
- Collaborate with Marketing & PR
- Develop graphics pipelines
- Design/develop tools/tech
- Visual target concepts
- Example assets

Professional Skills:

- Concept art
- Lighting
- Grading
- Modelling and sculpting
- Texturing and baking
- Rigging
- Facial animation
- Mo-cap and keyframe Cinematic sequences
- Cloth and hair sim
- Rigid body physics
- VFX
- HDR
- Mograph and video editing
- Graphic design/UI

Art Applications:

- 3dsMax
- Maya
- Photoshop
- ZBrush
- Mudbox
- After Effects
- Premiere
- Substance
- Unity

Interests:

- Film, photography,
- Snowboarding