

BRIAN “Bam” MARICLE | ART DIRECTOR | AAA GAMES & EXTERNAL DEVELOPMENT

Clearwater, Florida | bamaricle@gmail.com

321-946-5309 | brianmaricle.com

SUMMARY

Art director with 20+ years in AAA game development, spanning hands-on character and environment craft, art direction, and large-scale external art organizations. I set the visual target and then build the art bibles, style guides, pipelines, and review systems that let a growing team hit it consistently.

I have built art direction, visual identity, and pipeline from scratch, with no inherited team, process, or toolset, and I have championed and evolved the established visual identities of landmark titles including Helldivers 2, Starfield, Destiny 2, Halo Infinite, Elden Ring, and Diablo IV. I know what makes a game world feel distinctive and immersive, and how to turn that point of view into direction a team can execute.

External development is my deepest strength. I have scaled and directed external art organizations of up to 700 across the US, India, China, and Eastern Europe, authored the briefs and acceptance criteria they work to, and delivered annotated, actionable feedback that holds quality without stalling production. I am as comfortable in a vendor review as I am in a creative direction conversation with studio leadership.

KEY SKILLS

- **Art Direction & Visual Development:** Owning visual direction from pre-production through release, art bibles, style guides, visual targets, reference packs, and artistic standards across environments, characters, props, VFX, lighting, and world-building.
 - **Building From Scratch:** Establishing art direction, visual identity, pipeline, and process with no inherited team or toolset, then documenting and scaling it.
 - **External Development & Vendor Direction:** Scaling and managing distributed external art teams, vendor selection and onboarding, asset briefs and acceptance criteria, quality reviews, annotated and redline feedback, and delivery across global partners.
 - **Team Leadership:** Hiring, building, and mentoring artists and leads from junior to director, performance and career development, and cross-cultural, cross-timezone team building.
 - **Character & Environment Craft:** ZBrush high-poly and likeness sculpting, Maya low-poly and UV, topology for rigging and animation, Substance and PBR texturing, engine integration, LOD and performance optimization, stylized and realistic.
 - **Production Partnership:** Art pipelines, review processes, and asset delivery schedules with production; early risk identification and solutions balancing quality, schedule, and production reality; presenting visual vision to executives, partners, and investors.
 - **Tools:** Unreal Engine 5 (including Lumen and Nanite), ZBrush, Substance Painter, Maya, Photoshop, AI tools, Flow/ShotGrid, Perforce, JIRA, and Confluence.
-

EXPERIENCE

Global Art Director / Head of Art

Side (formerly PTW/1518) | Remote | 2024 – 2026

- Set art direction and quality standards across a portfolio of concurrent AAA and AA productions, holding all work to the style guide and quality bar from concept through final delivery.
- Authored and maintained asset briefs, reference packs, style guides, and acceptance criteria for external submissions, and evaluated all externally produced work before approval.
- Directed external art vendors with clear, actionable written feedback including annotated references and redline documentation, confirming corrections landed before sign-off.
- Partnered with production to sequence work, schedule reviews early, and identify schedule and quality risks with mitigation plans across global teams and time zones.
- Presented creative direction and strategy to executives and business stakeholders, and held budget and delivery accountability across multi-million-dollar productions.

Executive Art Director

NetEase | Remote | 2023 – 2024

- Held art authority and helped establish visual direction on projects in early development, shaping look, feel, and standards before a pipeline existed.
- Directed character and environment art production across external co-dev partners and first-party studio teams, holding assets to quality and technical requirements through integration in Unreal Engine 5.
- Built feedback categorization and review systems that kept quality converging and gave production clear visibility across all workstreams.

Studio Art Director

Keywords/Lakshya Digital | Remote | 2020 – 2023

- Directed external character and environment art across 25+ AAA titles including Helldivers 2, Starfield, Halo Infinite, Destiny 2, Elden Ring, and Diablo IV, championing each title's established visual identity at the client quality bar.
- Scaled and directed a distributed external art organization of up to 700 across the US and India, and advanced through four promoted roles to Studio Art Director in under two years.
- Authored detailed asset briefs covering high-poly sculpts, low-poly and UV deliverables, and texture and material requirements, and distributed benchmark assets and reference packages so vendors could hit quality targets.
- Evaluated externally produced art against style guides and acceptance criteria, providing annotated feedback and prioritized change lists to drive consistent quality convergence, working in Unreal Engine 5 with Lumen and Nanite from its early release.
- Built, hired, and mentored the teams doing the work, earning the only perfect client-satisfaction ratings in the studio's history.

Art Director / Lead Artist

Asteri | Shreveport, LA | 2019 – 2020

- Built visual identity and art direction from the ground up for a new product, defining look, style, and creative standards with no existing team, process, or toolset.
- Directed internal and external character art teams, owning asset briefs, quality reviews, and delivery across multiple outsource partners.

Art Director / Lead Artist

Envu | Stratacache | Clearwater, FL | 2015 – 2019

- Directed character and environment art on VR and interactive titles, managing external freelancers and contractors on briefs, feedback, and delivery.

Character Artist / Character Modeler

Electronic Arts, Crytek, Gale Force Nine | 2010 – 2014

- Hands-on AAA character craft: ZBrush likeness sculpting for NBA Live, and Gen 3 and Gen 4 characters at Crytek including engine integration, shader refinement, and look development.
- Developed quality benchmarks, documented character art pipelines, reviewed outsourced content, and mentored junior artists.

Earlier Roles

DeadMan Games (Lead Artist, established visual direction), Ootii (Art Director), and Rasmussen College (Adjunct Instructor). Detail available on request.

EDUCATION**Master of Science in Interactive Entertainment**

Florida Interactive Entertainment Academy (FIEA) / University of Central Florida | 2010

Bachelor of Arts, Specialization in 3D Animation

University of Central Florida | Orlando, FL | 2001

SELECTED TITLES

Contributed to 100+ projects. Helldivers 2, Starfield, Destiny 2, Halo Infinite, Elden Ring, Diablo IV, Sea of Thieves, Concord, Redfall, New World, Dauntless, Final Fantasy VII Rebirth, Death Stranding 2, Callisto Protocol, Forza Motorsport, Jurassic World: Evolution 2, Forspoken, and many more. Additional titles available upon request.

Portfolio at brianmaricle.com. References available upon request.