



**BRIAN MARICLE**  
EXECUTIVE/STUDIO ART DIRECTOR

CONTACT



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Clearwater, Florida

SKILLS




ABOUT

Results-driven leader in art and games with a proven track record for scaling success, in pandemic and post-pandemic conditions. Experienced with managing and directing 50+ local artists, and 600+ artists globally, all remote, while authoring world class content for AAA games with top companies such as Microsoft, Sony, EA, Bungie, 343 and more. 20+ years’ experience as art professional. 16 in games, with over 100 products/titles. Leadership roles throughout. Expert level outsource manager, and deep knowledge of current software tools. Built content pipelines and taken assets from preproduction to release. Driven by passion for the highest quality art in fun, exciting experiences. Known as invaluable team player, leading teams to increase revenue, client satisfaction, job satisfaction, and more.

WORK EXPERIENCE

2023 - Present

NetEase Games, North America, ADC




**EXECUTIVE ART DIRECTOR**

- Build and oversee central art and design team for multiple game titles.
- Partner with 1<sup>st</sup> party studios and others to develop PC and console games.
- Art management, P&Ls, resource management, triage management, etc.
- Build pipelines for AAA development to facilitate top quality content creation.

2020 - 2023

Keywords Studios, Lakshya Digital I Seattle



**STUDIO ART DIRECTOR**

- Lead Lakshya Digital’s Seattle and India studios on over 25 titles.
- Manage large 600+ art team split between Seattle and overseas.
- Mentor and develop second tier senior leadership team.
- Strategize with COO on short- and long-term studio goals.
- Responsible for over 40 million in revenue.
- Client relations, art management, quality control, and more.

**EXECUTIVE ART DIRECTOR**

- Led 300+ art production team on environment and character projects.
- Responsible for over 18 million in revenue.
- Art management, client relations, quality control, and triage management.
- Continued to refine production methodologies to reduce revisions, increasing profitability, in multiple cases from 30 to 70%, delivering assets ahead of schedule, and maintaining high client satisfaction.

**ART DIRECTOR**


- Led 200+ character art production team conducting one-on-ones with leads, annual reviews, annual goals, recruitment, and more.
- Continued to refine production methodologies to reduce revisions.
- Responsible for over 7 million in revenue.

**ASSOCIATE ART DIRECTOR, CHARACTERS**

- Managed 75+ art production team, split between US and India.
- Created new production methodology. It reduced client and internal revisions, increased margins from 32% to 65%, and delivered assets ahead of schedule.
- achieved highest ever client satisfaction rating for the company.
- Conducted one-on-ones, annual reviews, annual goals, and more.

2019 - 2020

Asteri I Shreveport



**ART DIRECTOR**

- Initially brought on to oversee art direction for Otrio Online, but was quickly moved to the flagship project, Gobsmax Galaxy Game.
- Managed 5-person internal plus 8-person external teams and oversaw their remote work adoption early in pandemic outbreak.

## EDUCATION

### DEGREES

2010

#### MASTER OF SCIENCE

in Interactive Entertainment  
FIEA | University of Central Florida

2001

#### BACHELORS OF ARTS

Specialization in 3d Animation  
University of Central Florida  
Orlando

### CERTIFICATIONS

2017

#### DASHBOARD DESIGN

International Design Foundation  
Online

2016

#### USER EXPERIENCE DESIGN

International Design Foundation  
Online

2008

#### WEB DESIGN FUNDAMENTALS

Planet Digital, Autodesk Training Center  
Orlando

2007

#### 3D CHARACTER MODELING AND ANIMATION

Planet Digital, Autodesk Training Center  
Orlando

2007

#### DESIGN VISUALIZATION

Planet Digital, Autodesk Training Center  
Orlando

2007

#### LIGHTING AND RENDERING

Planet Digital, Autodesk Training Center  
Orlando

2007

#### MODELING AND MATERIALS

Planet Digital, Autodesk Training Center  
Orlando

## REFERENCES

Available upon Request

## WORK EXPERIENCE CONTINUED

2015 - 2019

Envu | Clearwater

#### ART DIRECTOR

- Managed 3-person internal art production and up to 5-person external art production teams consisting of freelancers and contractors.
- Set visual direction at 12-person startup, leveraging game technology to create innumerable interactive experiences such as



2014 - 2015

Ootii | Orlando

#### ART DIRECTOR

- Set the visual direction for this start up's unannounced second title.
- Managed smallest of art teams, myself and one contractor.



2012 - 2014

Electronic Arts | Orlando

#### CHARACTER MODELER

- Managed in-house and outsourcer tattoo art in NBA Live 2015.
- Gave oversight of other additional character art tasks when needed, such as head modeling and texturing, shoes, hair, and more.
- Onboarded, trained, and mentored junior artists.
- Specialized in ZBrush likeness sculpting for NBA Live '13, '14, and '15.
- Developed target character art assets/quality benchmarks.
- Documented pipelines, processes, completion metrics, and more.



2012 - 2013

Gale Force Nine | Charlottesville

#### CREATURE SCULPTOR

- Sculpted creatures and their environment for Wizard's of the Coast's special commemorative miniature collectible series.



2010 - 2012

Crytek | Orlando

#### CHARACTER ARTIST

- Modeled, UV'd, and textured numerous Gen 3 and Gen 4 characters.
- Engine integration, shader refinements, and final look development.
- Reviewed and critiqued outsourced content with art lead.
- RnD new technology to develop cutting edge pipelines and workflows.
- Managed studio training seminars with clients.
- On-boarded and trained junior artists, contractors, etc.



2008 - 2009

DeadMan Games | Orlando

#### LEAD ARTIST

- Established and maintained visual direction for the game 'Bot Blast.
- Managed a team of 5 artists, assigning tasks, and reviewing work.



2007 - 2013

Rasmussen College | Online

#### ADJUNCT INSTRUCTOR

Programs: Game Design, Graphic Design, and Multimedia

- Covered concepts such as game development, color theory, art and design basics, and taught various software applications including 3D Studio Max, Photoshop, and more.



## RECENT TITLES

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STARFIELD

FINAL FANTASY VII REBIRTH

HELL DIVERS 2

CALLISTO PROTOCOL

DELIVER US MARS

ELDEN RING

DESTINY 2

FORESPOKEN

HALO INFINITE

NEW WORLD

DIABLO IV

REDFALL

DAUNTLESS

FORZA MOTORSPORT

MS FLIGHT SIMULATOR 2022

SEA OF THIEVES

POPULATION: ONE

JURASSIC WORLD: EVOLUTION 2

PLANET ZOO

EVERQUEST

EVERQUEST 2

RUNESCAPE

STREET FIGHTER 6

AND MANY MORE UNRELEASED

## OTHER PROJECTS and TITLES

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- Gobsmax Galaxy Game
- Otrio Online
- Journey VR
- Extreme Kayaking
- The Future of HR, movie
- The Future of HR, game
- The Future of HR, lobby reel
- Space Adventure
- Space Station Rumination
- Virtual Trade Show Floor
- Space Adventure Snap
- Space Adventure Social Appliance
- Space Adventure Gallery Slider
- Great Outdoor Snap
- Great Outdoor Gallery Slider
- Great Outdoor Social Appliance
- Red Carpet Snap
- Christmas Snap Online
- Capital One, Second Look
- Capital One, Card Lock
- Capital One, Live Leader-Board
- Capital One, Conversations
- Underwater Snap Adventure
- Hilton Hotel Snap
- Hilton Hotel Highlights Reel
- AR Archway: Space
- AR Archway: Great Outdoor
- Vegas Snap V1
- Vegas Snap V2
- Envision Promo
- Social Appliance Promo
- Blast Promo
- Venture Promo
- Mazak Virtual Warehouse
- Mazak Interactive Tour
- IGT Interactive Dashboard
- Asteroid Smasher
- Henri Ford Museum, Road Kill
- Comanche Museum Interactive Map
- AR Business Card
- Envision: Warehouse
- Envision: Showroom
- Envision Lite: Showroom 2
- Vegas Getaway Venture
- Vegas Getaway Wave
- Thought Bubbles, California Dreamin
- IGT Thought Bubbles
- SuperLumin Spotlight
- Social Appliance, Mosaic
- Thundercats: Return to Thundera
- Dungeons and Dragons, Armored Bee
- Dungeons and Dragons, Cave Giant
- NBA Live 2015
- NBA Live 2014
- NBA Live 2013 (Canceled)
- Fruit Squasher
- Reebok Sprinter
- Tread Shred
- Envu Spotlight
- Steel Guy
- Lego Halo (Canceled)
- Littoral Combat
- Dismounted Soldier
- Calamityville
- Virtual Attain
- Run Squire, Run
- 9 Lives Til Midnight
- Shadows of Abigail
- Blowfish
- Fast Food Farm
- Enbloom
- Skull Cove
- Wanamaker
- Vijay
- Burdette
- Studdabaker
- LaRocca
- 'Bot Blast
- 15 Moving Models
- Soap Opera
- Desert Desperado