

## Contact

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[www.therareroobot.com](http://www.therareroobot.com) (Portfolio)

## Top Skills

Art Direction

Creative Direction

Unreal Engine

## Publications

EXPOSÉ 12

[James Simmons Designs Website](#)

# James Simmons

Creative Director

Los Angeles Metropolitan Area

## Summary

With over 17 years of experience in the gaming industry as an artist, I am passionate about creating visually stunning and immersive gaming experiences. My concept art has been featured and has been nominated for awards in worldwide publications such as EXPOSÉ. My prior experience includes working at studios such as Warner Bros and Zynga as a Senior Artist. Currently, I am creating the vision and leading a team of artists and devs at a stealth startup utilizing Unreal Engine 5.

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## Experience

### Stealth Startup

Creative Director

January 2024 - Present (8 months)

United States

Currently leading the creative vision and direction for an exciting new game in development using Unreal Engine. Bringing innovative ideas to life and crafting immersive experiences in a stealth startup environment. Utilizing former artists from Warner Bros, Fortnite, and PUBG.

### Warner Bros. Entertainment

Senior 3D Generalist

January 2020 - August 2022 (2 years 8 months)

United States

3D creation of high quality next generation real time gaming assets and concept art associated with multiple licensed films utilizing the Unreal 5 engine, Maya, and Substance Painter. Completed tasks under tight deadlines with minimal supervision.

- Unreal 5 Environment Artist
- Unreal 5 Engine pipeline for real time games
- Substance Painter pipeline for real time games
- PBR Workflow (Maya->Substance->Unreal Engine)
- Unreal 5 Shader creation

- Vehicle Concept Art
- Realtime Vehicle creation
- Real time World Creation
- Unreal 5 Shader creation

## GreenPark Sports

### Lead 3D Generalist

November 2019 - January 2020 (3 months)

Greater Los Angeles Area

GreenPark Sports creates digital experiences and games for the new generation of sports and esports fans. Our flagship product is a native, free-to-play mobile game played over the top of sporting events, where fans battle to become the undisputed “Best Fans” of their league and season.

## Zynga

### Senior 3D Artist

October 2014 - November 2019 (5 years 2 months)

Carlsbad, California

I have been leading 3D development on multiple mobile gaming projects for more than five years at Zynga San Diego on highly successful featured mobile games in the match three arena. The only dedicated and key 3D modeler and texture artist for several years at Zynga San Diego creating and designing characters, creatures, rack art, environments, concept art, and vignette scene layouts. Consistently delivering high quality assets and leading the way in everything 3D. I have consistently delivered art from all phases of art development from 2D concept, to 3D art, and in (Unity) engine asset integration plus scene composition. These were all produced and completed under tight deadlines. I was also involved in art production planning meetings and mentoring artists in both 3D and 2D disciplines. Actively participated in interviews and vetting prospective art team members/recommending hires.

Disciplines utilized during Zynga: Characters, Props, Vehicles

Mobile Gaming titles contributed at Zynga using Unity:

- Farmville Harvest Swap (Shipped)
- Wizard Of Oz Magic Match (Shipped)
- Willy Wonka's World Of Candy (Shipped)
- Harry Potter (Shipped)

nliven systems

## Lead 3D/2D Artist - Creative Marketing Developer

May 2012 - October 2014 (2 years 6 months)

San Diego, California

- Lead 3D/2D for virtual worlds (Characters/Environments/Vehicles).
- 3D Lighting and Rendering artist for various real time environments and characters. Created various high quality 3D renders to be used in cinematic scenes.
- Character Artist- Produced numerous high quality characters under very tight deadlines.
- Level/World Artist - Created levels using the Unity 3D engine. (Level layout, lighting, composition, design, asset creation)
- 2D Concept Art- Produced various 2D concepts for real time characters and virtual environments. Established a consistent look and feel of the game by creating high quality visual concept art pieces and established high quality renders of various cinematic scenes.
- 2D Sprite Animation- Produced numerous 2D sprite animations from the 3D renders I created.
- Marketing- Product website SEO(Search Engine Optimization), Infographics, WordPress design integration for animated slides and images. Social media network creation for product marketing development. Storyboarding, filming, and editing viral marketing commercials.
- Corporate Web Design- Designing various web designs and creating numerous animated web slides.

## DefenseWeb Technologies, Inc.

Senior 3D Artist

2011 - October 2012 (1 year)

San Diego, California

- Senior 3d Modeler/Texture Artist/Zbrush Sculptor for virtual worlds (Characters/Environments/Vehicles).
- 3D Lighting and Rendering artist for various environments and characters. Created various high quality 3D renders to be used in cinematic scenes.
- Character Artist- Produced numerous high quality characters under very tight deadlines.
- 2D Concept Art- Produced various 2D concepts for real time characters and virtual environments. Established a consistent look and feel of the game by creating high quality visual concept art pieces and established high quality renders of various cinematic scenes.
- 2D Sprite Animation- Produced numerous 2D sprite animations from the 3D renders I created.

## WowWee

Senior Rapid Prototyping Artist (Characters, Vehicles, Environments)

June 2009 - July 2011 (2 years 2 months)

Carlsbad, California

WowWee is a leading designer, developer, marketer and distributor of innovative hi-tech consumer robotic and entertainment products. WowWee maintains operations in Hong Kong, La Jolla, California and Montreal, Quebec.

- Shipped title: Zombie Burbz. Produced 3D characters for an Apple Ipad video game.
- Produces high quality 3D rapid prototypes under tight deadlines.
- 3D Concept, Design, and Creation for rapid prototypes of 3D prints.
- Zbrush Sculptor for Action Figure designs, Micro Machines vehicles, and tech products.

While at Wowwee USA, Inc. I created numerous 3D characters for the Zombie Burbz Apple iPad game. The Zombie Burbz iPad game incorporated augmented reality technology that combined the use of 3d action figures that interfaced with the iPad for 3D game play. The 3D characters I made were created for both the physical 3D action figures and also for some of the 3D characters to be used in actual game play. The characters I created were modeled in Maya and Zbrush.

## High Moon Studios

Senior Weapons Artist

September 2010 - April 2011 (8 months)

Carlsbad, California

- Shipped title: Transformers: Dark of the Moon -AAA Title for the PS3 and XBOX 360
- Created 3D environments for the Transformers: Dark of the Moon video game using Maya and the Unreal 3 Engine.
- Designed and built numerous weapons and armor for the Transformer characters.
- Expertise in making high resolution ILM movie assets into fully functional game models.
- Expertise in baking normal maps from high resolution models.
- Expertise in the "kit-bashing" method of creating assets to speed up production time.

- Created high quality game art during tight production schedules.

### 7Gun Studios, LLC

Owner/Senior 3D Artist

September 2009 - April 2011 (1 year 8 months)

• 7Gun is an entertainment production studio that can create for film, video games, and 3D Prototypes for physical sculptures.

- Created 3D assets for animated films overseas.
- Produced 3D assets for U.S. Military contracts.
- Created 3D rapid prototypes for toy design products (action figures, vehicles).
- Graphic Design work for business entities.
- Created 3D assets for Ipad game products.

### PixelActive

Senior 3D Contractor

November 2009 - January 2010 (3 months)

Carlsbad, California

Created various 3D environments and textures utilized for U.S. military operations.

### Autodesk

3D Publication Author

December 2008 - January 2009 (2 months)

Autodesk is a world leader in 3D design, engineering, and entertainment software. It is the largest software design company with over 9 million users.

I authored and produced 3D content for a published instructional book for the Autodesk Maya Games curriculum.

- Completed the first 8 chapters for the Autodesk Maya Games curriculum which included the 3D modeling and texturing of the entire instructional level and the props associated with them as well as creating step by step instructions for the lessons.
- I solely authored the instruction and created 3D environments for 95 percent of all the 8 chapters I completed and submitted.
- Finished tasks under very tight deadlines. Solely completed 200+ pages of a book in a one month time span. This was an arduous task working 20 hour days, 7 days a week in order to get completed under Autodesk's deadlines.

BottleRocket Entertainment  
3D Environment/Vehicle Artist  
March 2008 - November 2008 (9 months)  
Carlsbad, California

- Modeled and textured high quality in game buildings and vehicles for next generation consoles while working under tight deadlines.

THQ  
3D Environment Artist  
January 2007 - January 2008 (1 year 1 month)  
Carlsbad, California

- Modeled and textured high quality next gen environments for an unannounced open world Xbox 360 title.
- Created environments for Saints Row 2- AAA Title (THQ In-sourcing)

Virtual Reality Medical Center  
3D Artist/Military Consultant  
March 2006 - December 2006 (10 months)

- Serious games 3D environment and texture artist.
- Part of a small team of artists composed of former military personnel creating serious games for military training simulations and post traumatic stress disorder therapy.
- Created military trauma transport vehicles and various military items pertaining to the combat medic.
- Combat medic consultant to animators and artists working on government projects. Provided insider knowledge of being a former field corpsman during Operation Iraqi Freedom.

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## Education

U.S. Navy  
Fleet Marine Force Corpsman 8404 (Field Medical Technician) · (1995 - 2008)

Southwestern College  
Graphic Design

The Art Institutes  
Bachelor of Science, Game Art & Design