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## Art Director

### EXPERIENCE AND TITLE SUMMARY

#### PLANET MOON STUDIOS 4.2000 – 12.2010

##### ART DIRECTOR

- **Unannounced Kinect Project** (360/ Kinect, PS3/ Move, Wii) – unpublished 2010
- **Disney's Tangled** (Wii, DS), Disney Interactive 2010
- **The SIMS 3: Life Moments** (Wii), EA 2010
- **The SIMS 3** (Wii), Due-diligence of the Wii port for EA 2009
- **Drawn To Life: The Next Chapter** (Wii), THQ 2009
- **Unannounced Project** (XBOX 360), Microsoft Game Studios – unpublished 2007 - 2009
- **Booty Blocks** (iPhone, facebook), Planet Moon Studios – self-published 2008
- **Brain Quest: Grade 3&4** and **Grade 5&6** (PSP), EA 2008
- **Battle Of The Bands** (Wii), THQ 2008
- **Smarty Pants** (Wii), EA – **750k+ units sold** 2007
- **After Burner: Black Falcon** (PSP), SEGA 2006
- **Conan** (PSP), developed for THQ – unpublished 2006

##### LEAD ARTIST

- **INFECTED** (PSP), Majesco 2005
- **Armed and Dangerous** (XBOX, PC), Lucasarts – **Award-winning** 2003
- **Giants: Citizen Kabuto** (XBOX), XBOX port (unpublished) 2001

##### SENIOR ARTIST

- **Giants: Citizen Kabuto** (PC), Interplay 2000 – **Multiple Award-winning** 2000

#### CRYSTAL DYNAMICS 3.2004 – 11.2004

##### SENIOR ARTIST

- **Project: Snowblind** (PS2, XBOX), Eidos 2004

#### ACCOLADE (aka Infogrames/ Atari/ Hasbro Interactive) 5.1994 – 4.2000

##### LEAD ARTIST

- **Millennium Engine** (Playstation 2), "Next-gen"/ PS2 engine development 2000
- **Slave Zero 2** (PS2, Dreamcast), concept stage 1999
- **Slave Zero** (Dreamcast), SEGA 1999
- **Slave Zero** (PC), Infogrames 1999
- **Clash/ MindF\*\*k** (PC/ Playstation), prototype became *Slave Zero* 1997
- **Deadlock** (PC, Mac) – **Editor's Choice Award** (CGW) 1996

##### Other projects I have contributed to (between my own projects) include:

- **Redline** (PC) with Beyond Games 1997
- **Jack Nicklaus 5** (PC) – **5 star rating + Editor's Choice Award** (CGW) 1996
- **Hardball 6** (PC) 1996

##### ARTIST

- **Unnecessary Roughness 95** (PC, SNES, Genesis) 1994
- **Hardball 4** (PC) 1994
- **Zero Tolerance** (Genesis) – **first and only FPS on classic consoles** 1994

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## Art Director

**OBJECTIVE** To work with an ambitious & focused team in the role of Art Director, directing and creating high-quality graphics for challenging, competitive mass-market games.

**BIO** Since 1994 Ken has shipped nearly two dozen titles with platform experience ranging from XBOX 360 to SNES and mobile/ web. Ken is a classically-trained illustrator and award-winning, multi-talented veteran artist who directs & contributes to all aspects of art production including visual development, concept art creation, scoping/ scheduling/ staffing, mentoring, pipeline & tools development, outsourcing management, story and hands-on art creation. His expertise lies not only in creating original IP but also in appropriately servicing existing brands and updating legacy IP. Ken is noted for his grace under fire, eye for detail, sense of style, actionable direction, penchant for hitting deliverable dates on time and his outsourcing savvy.

**SKILLS**

- Strong traditional, technical and 2D + 3D production art skills
- Strong vision plus sense of branding, direction and style
- Capable and proven leader, keeps art teams focused and motivated
- Capable and proven team member, plays very well with others
- Ambitious and motivated with an active sense of initiative
- Excellent organizational, written and interpersonal skills
- Excellent outsourcing and relationship management skills
- Experienced with Agile Development (Scrum)
- 360, UE3, Wii, DSi, iPhone, Web, PSP, PC/ XBOX, Dreamcast, SNES, PS2, Genesis

**SOFTWARE**

▪ 3D Studio MAX	▪ Development: UE3, Renderware, Unity, XCODE
▪ Maya	▪ Middleware: Apex/ PhysX, Havok, Scaleform
▪ Photoshop, Painter	▪ DeluxePaint/ DeluxeAnimator/ Animator Pro
▪ Premiere, After Effects	▪ Word, Excel, Project, PowerPoint, Outlook
▪ Flash	▪ Dreamweaver, hand-coded HTML and CSS
▪ Illustrator	▪ Familiarity with C, Perl, java, PHP, LUA, Maxscript

**EXPERIENCE** **PLANET MOON STUDIOS**, 4.2000 – 12.2010

### **ART DIRECTOR**, 12.2005 – 12.2010

The range of my duties extends from exec-level direction and bizdev to team supervision, art style development/ validation, and art production. I've worked hands-on on small projects with just a few people, directly managed medium-sized teams & directed large teams of up to 16 artists w/ multiple leads.

In inwardly-facing & production roles I establish and validate art direction (in the case of existing IP, approve directions appropriate to existing branding) then maintain it through routine art reviews and direct supervision, direct and hands-on generate visual-development artwork (concepts, 3d, reference), determine project staffing and production plans, write job descriptions and hire/ fire/ fix, specify software (including middleware) needs, direct graphics engine development, tools, and authoring-friendly pipelines, anticipate (and push resolution of) design issues, track asset production, and publish art progress to the larger team.

In outwardly-facing and executive-level roles I proactively establish and maintain excellent ongoing relationships with publisher-side & development partners (including other Art Directors, marketing managers, producers, etc) plus outsourcing vendors and contractors, generate marketing materials and presentations (including writing copy), actively solicit, parse and respond to partner feedback, and create artwork/ pitch documents for ongoing business development as well as contribute to studio management, processes and direction.

▪ **Unannounced Kinect Project** (360/ Kinect, PS3/ Move, Wii)  
Dancing/ Fitness, developed during 2010  
Developed in partnership with a very high-profile pop celebrity and many partners, I handled all art direction and outwardly-facing duties (establishing a solid collaborative rapport with the partners) as well as a large portion of internal development. I distilled then established a mass-appeal art style appropriate to the IP with a focus on authentic fashion design and lighting, directed concept art and created model sheets, designed the avatar customization system (both functional and technical aspects), validated lighting, graphics engine and shader development, scoped the tight production schedule for feasibility, wrote art technical spec docs and managed all outsourcing aspects (selecting top-tier vendors), including incorporating partner-side artists into our internal pipeline.

**EXPERIENCE**

(...continued)

- **Disney's Tangled** (Wii, DS)  
Co-op Action Platformer, published by Disney Interactive 2010  
Landed the deal by demonstrating our ability to rapidly develop exceptionally high-quality graphics. I maintained an open & amicable relationship with DI's Art Director and DFA's content managers, adhered to the established film style and directed a separate style appropriate for DS, successfully managed all aspects of the hefty outsourcing slate (50+ characters) with a vendor in China resulting in hi-quality on-time asset delivery, and directly produced the animated Wii + DS story interstitials with a director and external contractors.
- **The SIMS 3: Life Moments** (Wii)  
Multi-player "Board Game", published by EA 2010  
High-level direction of a multi-player "board game" component to *The Sims 3* (Wii).  
Oversaw one Lead Artist and one UI artist; validated appropriate direction & deliverables.
- **The SIMS 3** (Wii)  
Due-diligence of the Wii port for EA 2009  
A two-month project where the Creative Director, Technical Director, Lead UI Artist and I directly assessed the various versions of *The SIMS* franchise for the feasibility of porting *The SIMS 3* to Wii for a separate party to develop. A thorough audit of the branching engines, design goals, UI solutions, and assets (rigs, meshes) from *The Sims 2* (PC plus console ports) and *The Sims 3* were undertaken with Wii platform limitations in mind. Recommendations (in the form of detailed docs) were made on how much of the *TS3* design could be feasibly ported "intact", a proposed scope of the port, methods on achieving that scope in the year scheduled, and suggestions for multiplayer aspects. EA was very pleased with the results and signed PM to develop the multiplayer component.
- **Drawn To Life: The Next Chapter** (Wii)  
All-Ages Platformer, published by THQ 2009  
Hired the art team and oversaw the earliest production stages. From pre-Alpha on I was directly involved, hands-on, making sure the team hit the target date at an acceptable quality. I heavily optimized the production pipelines and established granular tracking methods to get the project back on track, efficiently directed art + design teams w/ precise polish hit lists, drove design resolutions, directed story interstitials, created level art and bug-fixed. Game hit target date with a higher Amazon user rating than either DS version.
- **Unannounced Adventure Project** (XBOX 360)  
3rd Family Co-op Platformer, developed for Microsoft Game Studios 2007-2009  
First party retail title using Unreal Engine 3: established the family-friendly style of the Wii pitch which excited MGS enough to sign the project for 360. I recruited & managed a large team of 16 (with 4 leads) plus external contractors & vendors, successfully bootstrapped the art style to 360 standards through hands-on concept creation & style guide reference and directed the art team through daily art reviews, resulting in a highly-polished, charming first-playable noted for its fantastic beauty (one exec referred to it, solemnly, as "the most beautiful thing I've ever seen... *thank you*"). Later stages of the software prototyped early Kinect (nee "Natal") playability concepts. At MGS exec level request pitched a proposal for a graphical overhaul of XBL Avatars. Project halted due to MGS restructuring/ focus shift.
- **Booty Blocks** (iPhone + facebook), Summer 2008  
Puzzle Game, self-published by Planet Moon Studios 2008  
Oversaw the project, high-level. Validated art style and assets. Later revised artwork post-ship, worked on UI revisions in XCODE, and set up a facebook version with a small team.
- **Brain Quest: Grade 3&4** and **Grade 5&6** (PSP), Summer 2008  
Educational/ Puzzle Game, published by EA 2008  
Oversaw the project, high-level. Validated art style (supporting the existing *BQ* branding), created 2D screens, smoothed over outsourcing content issues & copy-edited questions.
- **Battle Of The Bands** (Wii)  
Rhythm Action, published by THQ 2008  
Established early tone and direction via concept art in the initial pitch, developed first prototypes and user-interface concepts, successfully refined the style to publisher satisfaction through multiple design iterations via concept art rallies, established a regular art review process ("dailies"), created presentations and materials for marketing team.

**EXPERIENCE**

(...continued)

- **Smarty Pants** (Wii), Summer 2007  
All-Ages/ Family Trivia, published by EA 2007 – **750k+ units sold**  
Established family-friendly art style with Lead Artist, developed content pipeline, built 3d game assets, designed avatar technical functionality (as the first 3<sup>rd</sup> party approved to use Miis), adjusted & created animation, icons, UI, responded to rapid design iteration feedback from EA resulting in their one of their most successful original Wii titles to date.
- **After Burner: Black Falcon** (PSP)  
3<sup>rd</sup> person Action Shooter, published by SEGA 2006  
Oversaw early stages of project with Lead Artist, approved art style and hired an entirely new second art team at the studio. Established proper outsourcing guidelines, directed UI plus character concept, directly produced opening & interstitial cinematics, smoothly responded to imploding vendor, later built & lit levels, directed post-Alpha environment polish efforts via hands-on playthroughs with Lead Artist for a smooth, on-time delivery.
- **Conan** (PSP)  
3<sup>rd</sup> person Action Adventure, developed for THQ (unpublished) 2006  
Combination AD/ Lead Artist role. Established look and feel authentic to Robert Howard's original vision then created concept art and pre-visualization images for UI, character and world. Directed both in-house and outsourced concept and modeling, wrote clear ADD and in-depth modeling specs (plus scripts) for vendor, maintained an excellent relationship with the IP-side Art Director and daily iterative contact with vendor / contractors, collaborated with engineers on graphics engine development, wrote Max scripts and tools for artists.

**LEAD ARTIST, 2.2001 – 11.2005**

- **INFECTED** (PSP)  
3<sup>rd</sup> person Action Shooter, published by Majesco 2005  
A lot of firsts on this project: I set the asset production pipeline, scale and art technical specs then created assets (levels, characters, UI) for early prototypes. I hired an entire art team, something new to Planet Moon's garage-band/ boutique studio, introduced granular asset tracking, established the first outsourcing relationships, created + directed concept art + UI, designed and built all character models + overhead maps, authored in-game elements, cameras + levels, designed modular avatar system (near 1 million variations), worked with licensed band (Slipknot) likenesses, wrote Max scripts, created marketing materials, quickly built INFECTED.COM with UI artist when the publisher's site let us down.
- **Armed and Dangerous** (XBOX, PC)  
3<sup>rd</sup> person Action Adventure, published by Lucasarts 2003 – **Award-winning**  
Contributed to initial game design/ script and generated early character concept art. As PM's sole fully-focused artist I built and textured almost all in-game art (weapons, destructible architecture, health meter and UI art, characters, animals, props and vehicles), implemented Havok/ ragdoll physics collision models and effects, managed art schedule, asset database and 6 external artists, provided level designers with custom special architecture and props, generated hi-res marketing images and manual art, localized texture assets for international versions, put out fires, enjoyed expertly-made g&t's.
- **Giants: Citizen Kabuto** (XBOX)  
3<sup>rd</sup> person Action Adventure, XBOX port (unpublished) 2001  
Oversaw the entirety of porting graphics from PC to XBOX as PM's sole dedicated artist, rebuilt existing assets at higher fidelity, re-skinned characters, re-organized the existing asset database, worked with the engineering team to streamline the production process (introducing version control to PM), and was primary in troubleshooting technical glitches.

**SENIOR ARTIST, 4.2000 – 1.2001**

- **Giants: Citizen Kabuto** (PC)  
3<sup>rd</sup> person Action Adventure, published by Interplay 2000 – **Multiple Award-winning**  
As PM's sole dedicated artist I followed the direction of PM's co-Art Directors to bring all game art to completion from pre-alpha to release, designed/ modeled/ textured/ lit almost all game art: weapons (1st & 3rd person), characters, destructible architecture, vehicles & props, created load screens, UI and installer art, set-dressed existing levels, built bonus levels from the ground up and went over everything with a coat of much-needed polish.

**EXPERIENCE CRYSTAL DYNAMICS**

(...continued) **SENIOR ARTIST**, 3.2004 – 11.2004

- **Project: *Snowblind*** (PS2, XBOX)  
1<sup>st</sup> person Action Shooter, published by Eidos 2004  
I created the game's final level (concepts, component meshes, textures, lighting and layout), reworked and brought inherited multiplayer maps to finish, created final closing/credits cinematic environment (including fx and lighting) and re-designed the main character (concept art). Engaged in next-gen engine development sorties to nVidia, ATI.

**INFOGRAMES NORTH AMERICA** (formerly Accolade, now Atari/ Hasbro Interactive/ &c.)

**LEAD ARTIST**, 9.1995 – 4.2000

As a lead at Accolade I was primarily charged in creating original IP to fill out the company's portfolio of higher-profile "core" and action titles. While a Lead in title I had many Art Director level duties, including a high level of autonomy over my teams (including hiring) and project direction, final art and art style approval as well as direct contact with game press.

- **Millennium Engine** (Playstation 2)  
"Next-generation"/ PS2 engine development: created art content for technical prototyping.
- **Slave Zero 2** (PS2, Dreamcast)  
3<sup>rd</sup> person Giant Robot Action (concept stage)  
Wrote initial concept proposal document, created & directed concept art, led brainstorming sessions, worked closely w/ engineers to determine features for "next-gen" console sequel.
- **Slave Zero** (Dreamcast)  
3<sup>rd</sup> person Giant Robot Action Shooter (port), published by SEGA 1999  
Oversaw porting of the PC game to Dreamcast, created new interface art, localized assets for Japanese & European releases, reworked levels & assets for the Dreamcast platform.
- **Slave Zero** (PC)  
3<sup>rd</sup> person Giant Robot Action Shooter, published by Infogrames 1999  
Established the original visual style, created/ directed concept and game art, hired and managed the art team, built proof-of-concept prototypes, wrote art + design documents, built levels/ characters/ models/ textures/ effects, initiated & maintained reference/ texture libraries, developed custom export and processing tools with engineers, produced in-engine cinematics, worked with marketing to determine asset needs and schedules, created multiple magazine cover images & other marketing art, maintained art production focus through multiple milestone deliveries to code release and international localization.
- **Clash/ MindF\*\*k** (PC/ Playstation)  
3<sup>rd</sup> person Cyberpunk Action Shooter (prototype), became *Slave Zero*  
Established visual style, created and directed early concept art, designed main character, built/ textured 3d models and prototype levels, wrote story/ art documents and prepared presentation materials, delivered killer prototype that became the foundation of *Slave Zero*.
- **Deadlock** (PC)  
Science Fiction Strategy, published by Accolade 1996 – **Editor's Choice Award** (CGW)  
In my first lead role I established overall visual style, hired and managed internal artists and external contractors, oversaw in-house SGI lab FMV production, worked with external FMV production house on intro movie, created character model sheets, built/ textured/ animated 3d models, created sprite animations and entire UI, determined palettes for landscape voxel renderer, created hi-resolution magazine cover (Accolade's first CGW cover, May 1996) and other marketing images, maintained a high level of quality on Accolade's first Windows-native title that raised the bar on studio art standards and processes.

**Other projects I have contributed to (between my own projects) include:**

- **Redline** (PC), June 1997  
Post-Apocalyptic Combat Driving game, published by Accolade 1998  
Built low-poly 3D vehicles for 3rd party developer (Beyond Games).

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## Art Director

### EXPERIENCE

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- **Jack Nicklaus 5** (PC), December 1996  
Golf game, published by Accolade, 1997 – **5 star rating + Editor's Choice Award (CGW)**  
Created interface, swing meter, effects and course map art.
- **Hardball 6** (PC), November 1996  
MLBPA-licensed baseball game, published by Accolade, 1997  
Built 3D stadium models, assisted junior art team on 3D Studio Max production processes.

#### ARTIST, 5.1994 – 9.1994

Hired as a trainee/ junior artist, I quickly picked up tools & processes and demonstrated both reliability and an aptitude for coordinating production. I was soon promoted to artist before being given my first lead opportunity on Deadlock with a senior team.

- **Unnecessary Roughness 95** (PC, Genesis)  
Football game, published by Accolade 1994  
Created sprites from rendered 3D players, coordinated junior art staff and contractors.
- **Hardball 4** (PC)  
MLBPA-licensed baseball game, published by Accolade 1994  
Generated player portrait art, coordinated production among junior art staff & contractors.
- **Zero Tolerance** (Genesis)  
First person shooter, published by Accolade 1994  
Created mission story screens and UI for the only first-person shooter on the Genesis.

### EDUCATION

Autodesk 3D Studio Max training seminars (v1.0 - 2.5, 1996-1999)  
**BFA Illustration (Figurative)**, 1994, Academy of Art College, San Francisco  
General education, University of San Francisco, 1989, San Francisco

### PORTFOLIO

Art direction and game art portfolio is available at <http://kencapelli.com>

### REFERENCES

References available upon [request](#).  
See the [LinkedIn profile](#) for an extensive list of recommendations.