

TITLE AND EXPERIENCE SUMMARY

FOGBANK STUDIO ART DIRECTOR
2017–2020 ▪ *Storyscape* (iOS, Android, FoxNext/ Disney) – **App Store 4.8★** 2019

KABAM ART DIRECTOR, studios
2011–2017 ▪ *STAR WARS: Uprising* (iOS, Android) – **Editor’s Choice Awards** 2015
▪ *The Hobbit: Armies of the Third Age* (Web/ Facebook) 2013
▪ *The Hobbit: Kingdoms of Middle Earth* (iOS, Android) – **\$100m+ rev** 2012
▪ *Trojan War: Rage of Zeus* (Web) 2012
▪ *Final Eden* (Web) – **full reskin, <4 months** 2012
▪ *The Godfather: Five Families* (Web/ Facebook) 2012
▪ *EdgeWorld* (Web/ Facebook) 2012
▪ *Dragons of Atlantis* (Web/ Facebook) 2011

CREATIVE DIRECTOR, publishing
▪ *The Hunger Games: Panem Rising* (iOS, Android, Kabam) 2014
▪ *Lord of the Rings: Legends of Middle-earth* (iOS, Android, Kabam) 2014
▪ *Creature Academy* (mobile, CJ/ Netmarble) 2014
▪ *Metal Skies* (mobile, WeMade) 2014
▪ *Blades of Excalibur* (web, JoyYou) – **full reskin** 2014
▪ *Ravenmarch* (web, GameReign) – **full reskin** 2014
▪ *Wartune: Hall of Heroes* (mobile, 7th Road/ Hoolai) 2013
▪ *Runes of War* (mobile, Pearl In Palm) 2013

PLANET MOON ART DIRECTOR
2000–2010 ▪ *BEYONCÉ: Star Power* (360/ Kinect, PS3/ Move, Wii) – unpublished 2009 - 2010
▪ *Disney’s Tangled* (Wii, DS), Disney Interactive 2010
▪ *The SIMS 3: Life Moments* (Wii), EA + **full technical eval. for console ports** 2010
▪ *Drawn To Life: The Next Chapter* (Wii), THQ 2009
▪ *My Amazing Story* (XBOX 360), Microsoft Game Studios – unpublished 2007 - 2009
▪ *Booty Blocks* (iPhone, facebook), Planet Moon Studios 2008
▪ *Brain Quest: Grade 3&4 and Grade 5&6* (PSP), EA 2008
▪ *Battle Of The Bands* (Wii), THQ 2008
▪ *Smarty Pants* (Wii), EA 2007
▪ *After Burner: Black Falcon* (PSP), SEGA 2006
▪ *Conan: Queen of the Black Coast* (PSP), developed for THQ – unpublished 2006

LEAD ARTIST
▪ *INFECTED* (PSP), Majesco 2005
▪ *Armed and Dangerous* (XBOX, PC), LucasArts – **Award-winning** 2003
▪ *Giants: Citizen Kabuto* (PC), Interplay – **Multiple Award-winning** 2000

CRYSTAL DYNAMICS SENIOR ARTIST
2004 ▪ *Project: Snowblind* (PS2, XBOX), Eidos 2004

ACCOLADE LEAD ARTIST
1994–2000 ▪ *Slave Zero* (PC, Dreamcast), SEGA 1999
▪ *Deadlock* (PC, Mac) – **Editor’s Choice Award (CGW)** 1996

ARTIST
▪ *Jack Nicklaus 5* (PC) – **★★★★★ rating + Editor’s Choice Award (CGW)** 1996
▪ *Hardball 4 and 6* (PC) 1994, 1996
▪ *Unnecessary Roughness 95* (PC, SNES, Genesis) 1994
▪ *Zero Tolerance* (Genesis) – **first and only FPS on classic consoles** 1994

OBJECTIVE To create high-quality art with good people for ambitious, mass-market games.

BIO Ken is a veteran game industry art director and illustrator with over 25 years experience leading art teams, with proficiency in both creating original IP and servicing top brands across a variety of genres and styles. Ken is a highly technical and multi-talented “full stack” art director with extensive expertise in every stage of game art development from prototype through launch and live ops - style guides, concept/ modeling/ animation/ rigging, team-building + mentoring, technical art, pipelines + tools, outsourcing, UI/ UX, branding, marketing art, &c.

Ken has shipped over three dozen titles on mobile, console, handheld, and web. He is noted for his eye for detail, sense of style, actionable direction, and development savvy.

- Shipped award-winning games on most platforms – console, PC, handheld, web, mobile.
- Microsoft, EA, Sega, Disney, THQ, LucasArts, Eidos, Accolade, Kabam, 21st Century Fox.
- Long history servicing top IP and franchises – *Titanic*, *X-Files*, *Lord of the Rings*, *The Hobbit*, *Star Wars*, *The Godfather*, *Hunger Games*, *Conan*, *The Sims*, Disney’s *Tangled*, Beyoncé.
- Flexible stylistic range – realistic, casual, edutainment, ‘core/ midcore, stylized, f/sf/horror.
- Wide genre experience – narrative, RPG, strategy, RTS, FPS, action, sports, education.

- SKILLS**
- Strong traditional, technical, and 2D + 3D digital art skills.
 - Strong vision plus sense of branding and style.
 - Capable and proven leader, keeps creative teams focused, motivated, and improving.
 - Excellent cross-functional production skills, skillfully manages parallel projects/ priorities.
 - Excellent outsourcing relationship and production management capabilities.
 - Proven track record of producing great art + content across multiple platforms and styles.
 - iOS, Android, XBOX, Playstation, Wii, DS, PSP, PC, Dreamcast, SNES, Genesis, web.

- SOFTWARE**
- 3D Studio MAX, Maya, Spine, Adobe suite, Substance suite.
 - Microsoft suite, Basecamp, Trello, JIRA, P4V.
 - Unity, Unreal, XCODE, Havok, Scqaleform, PBR pipelines, custom engines.
 - HTML, CSS, C, Perl, java, PHP, ActionScript, LUA, MaxScript.

EDUCATION **BFA Illustration**, 1994, Academy of Art College, San Francisco.

PORTFOLIO Art direction and game art portfolio at <http://kencapelli.com> – **presently outdated [2/2020]**

REFERENCES References and Letters of Recommendation available upon [request](#).

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

FOGBANK
ENTERTAINMENT
2017–2020

STUDIO ART DIRECTOR

Storyscape was the HBO/ AMC/ FX-like quality play in narrative gaming, lauded not only for both its high-fidelity art + writing but also its inclusive diversity and LGBTQ+ representation.

I developed the look with a focus on authentic high-quality characters + clothing as well as developing the processes and pipelines for art creation, review, and implementation. I hired, trained, and fostered a team of in-house artists and remote freelancers plus a solid roster of vendors to create art for 10+ concurrent shows. I wrote a lot of style guides and pitches to IP holders. I directed key art and designed characters + locations and show logos/ branding. Hands-on work included rig+animation fixes as well as 2D paintovers.

- ***Storyscape*** (iOS, Android) – [App Store 4.8★](#)

KABAM
2011–2017

ART DIRECTOR, project 2013 – 2017

My roles range from leadership operations of the SF studio to hands-on development, directing internal art/ story/ theme in both multi-project and single-project capacities. I create pitch and style docs, pre-viz concepts, and prototypes for new projects.

- ***Star Wars Uprising*** (2015, iOS, Android) – [Editor's Choice Awards](#)
I joined mid-production and streamlined the team into a tight post-launch fighting force while raising overall art quality. Directed illustration/ UI, and managed licensor approvals.
- ***The Hobbit: Armies of the Third Age*** (2013, Web/ Facebook)
- ***The Hobbit: Kingdoms of Middle Earth*** (2013, iOS, Android) – [\\$100m+ rev](#)
I developed the *The Hobbit* products from pitch through launch and live ops. I set art style for both SKUs, directed internal artists and freelance talent, designed the world map, and managed the hefty art production slate: assets were on time, on budget, and quickly approved with confidence by Middle-earth Enterprises.

CREATIVE DIRECTOR, publishing 2013 – 2015

I offer creative consultation to 3rd-party publishing partners in China, Korea, Japan, North America, and Europe, with a focus on art and content culturalization, UI/UX interaction improvement, F2P mobile best practices, audio direction (sfx, score, VO), story editing and script writing, L10N, and other creative (branding, logos/ icons, App Store copy, CI concepts).

- ***Creature Academy*** (2014, mobile, CJ/ Netmarble)
- ***Metal Skies*** (2014, mobile, WeMade)
- ***Divine Might*** (2014, mobile, Gfan)
- ***Blades of Excalibur*** (2014, web, JoyYou) – [full reskin](#)
- ***Ravenmarch*** (2014, web, GameReign) – [full reskin](#)
- ***Wartune: Hall of Heroes*** (2013, mobile, 7th Road/ Hoolai)
- ***Reign of Conquerors*** (2013, mobile, Minoraxis)
- ***Runes of War*** (2013, mobile, Pearl In Palm)

ART DIRECTOR, studio 2011 – 2013

I grew the art team from 7 to 30, attracting top talent from Blizzard, Bungie, ILM, EA, CCP, and DreamWorks. I fostered a community noted for skill-sharing, camaraderie, and respect. I **staffed and directed 5+ projects**, acted as Art Lead in unfilled roles, and engaged in studio-level leadership. We were noted for the efficiency of our operations and collegiate culture.

- ***Trojan War: Rage of Zeus*** (Web)
- ***Final Eden*** (Web)
- ***The Godfather: Five Families*** (Web/ Facebook)
- ***EdgeWorld*** (Web/ Facebook)
- ***Dragons of Atlantis*** (Web/ Facebook)

TITLE AND EXPERIENCE DETAIL (CONTINUED)

PLANET MOON **ART DIRECTOR, 12.2005 – 12.2010**

2000–2010

Duties range from style development and art creation to team leadership. I'm hands-on with small projects and direct larger teams with multiple leads. I establish/ validate art style then maintain quality through critique and paintover, hire/ fire/ train, direct engine & tools dev for author-friendly pipelines, scope production, anticipate and push design issue resolutions.

In studio-focused roles I establish excellent relationships with partners, freelancers, and vendors, generate presentation materials (including writing copy), and create artwork/ pitch documents for bizdev as well as contribute to studio management and leadership.

- **BEYONCÉ: Star Power** (360/ Kinect, PS3/ Move, Wii) – Dancing/ Fitness, 2010
Developed a stylized look appropriate to the star's IP with a focus on diversity, authentic fashion and venue lighting. Designed the avatar customization system, validated graphics and shader development, wrote technical art docs, produced all art assets/ outsourcing,
- **Disney's Tangled** (Wii, DS) – Co-op Action Platformer, Disney Interactive 2010
Worked directly with DFA on exceptionally high-quality graphics styled to the film for Wii and a classic storybook style for DS, managed hefty outsourcing slate (50+ characters), and produced the animated Wii + DS story interstitials.
- **The SIMS 3: Life Moments** (Wii) – Multi-player "Board Game", EA 2010
High-level direction of a multi-player *BitLife*-like component to *The Sims 3* (Wii). Led a small two-person art team (one lead and one UI); validated direction & deliverables.
- **The SIMS 3** (Wii) – Due-diligence of the Wii port for EA 2009
A technical audit of design goals, UI solutions, and assets from all versions of *The Sims* proposing development options for a 12-month schedule, plus multiplayer design ideas.
- **Drawn To Life: The Next Chapter** (Wii) – All-Ages Platformer, THQ 2009
Kicked project off and finished it out from pre-Alpha. I optimized pipelines, instituted granular tracking, drove art + design teams, directed interstitials, and managed art QA.
- **My Amazing Story** (XBOX 360) – Family co-op, Microsoft Game Studios 2007-2009
Established family-friendly style that prompted MGS to sign the project. Effective style guidance led to a first-playable noted for its charm & fantastic beauty. One exec solemnly noted "*it's the most beautiful thing I've ever seen... thank you*" and hugged us, no shit.
- **Booty Blocks** (iPhone + facebook) – Puzzle Game, self-published 2008
High-level direction. Validated art style and assets. Revised artwork in a post-ship update, implemented UI/ UX revisions in XCODE, and set up a facebook version.
- **Brain Quest: Grade 3&4 and Grade 5&6** (PSP) Educational/ Puzzle, EA 2008
Validated art style (supporting the existing *BQ* branding), created 2D screens, smoothed over outsourcing content production issues, and copy-edited questions.
- **Battle Of The Bands** (Wii) aka "Violent Orchestra" – Rhythm Action, THQ 2008
Established stylized art look, developed UI, refined the style through design iterations/ concept art rallies, established "dailies" review process.
- **Smarty Pants** (Wii), Summer 2007 – All-Ages Trivia, EA 2007 – **1m+ units sold**
Validated the family-friendly art style, designed Mii + avatar functionality and content pipeline, led rapid iterative design resulting in EA's most successful original Wii title.
- **After Burner: Black Falcon** (PSP) – Endless Runner/ Action Shooter, SEGA 2006
Hired an entirely new 2nd art team, established outsourcing guidelines, directed character concept, produced cinematics, built/ lit levels, directed Alpha polish via playthrough rigor.

TITLE AND EXPERIENCE DETAIL (CONTINUED)

- **Conan** (PSP) – Action Adventure, developed for THQ (unpublished) 2006
Established look & feel authentic to Robert Howard’s vision then created pre-viz art for UI, character and world. Directed in-house art, wrote clear style guide and modeling specs for outsourcing, built an excellent relationship with IP-side Art Director, wrote scripts + tools

LEAD ARTIST, 2.2001 – 11.2005

- **INFECTED** (PSP) – Action Shooter, Majesco 2005
Established pipeline/ specs, created prototype then hired a 6-person art team, directed/ created art, introduced asset tracking + outsourcing, designed avatar system (1m var), built character models, worked w/ likenesses (Slipknot), authored game elements (cameras, lighting, events) & scripts, built the website, and stayed up too late too often.
- **Armed and Dangerous** (XBOX, PC) – Action, LucasArts 2003 – **Award-winning**
Contributed to design and early concept art. As PM's sole artist I created almost all in-game art, implemented collision models, managed freelancers, marketing & manual art.
- **Giants: Citizen Kabuto** (XBOX) - Action, XBOX port (unpublished) 2001
Ported graphics to XBOX: rebuilt assets to higher fidelity, streamlined pipelines with engineering, introduced art asset version control, and organized all art (a job, that).
- **Giants: Citizen Kabuto** (PC) – Action, Interplay 2000 – **Multiple Award-winning**
As PM's sole artist I designed/ created almost all ingame art: weapons, characters, props, vehicles, UI, structures. I dressed levels, built bonus levels, spit-polished everything.

CRYSTAL DYNAMICS 2004 SENIOR ARTIST

- **Project: Snowblind** (PS2, XBOX) – 1st Person Shooter, Eidos 2004
Built, textured, and lit single-player + multiplayer levels maps, designed main character.

ACCOLADE 1994 – 2000 LEAD ARTIST, 9.1995 – 4.2000

I created original IP to fill out Accolade’s portfolio with high-quality “core” titles. I enjoyed a high level of autonomy over my teams and projects, plus direct contact with the game press.

- **Slave Zero** (PC, Dreamcast) - Action Shooter, Infogrames 1999/ SEGA 1999
Established style, created concepts, game + marketing art, hired/ managed art team, wrote design docs, produced cinematics. Optimized assets/ UI for Dreamcast port.
- **MindFuck** (PC/ PlayStation) – Action Shooter (prototype)
Established style, directed art, designed main character, built 3d models and level art, wrote story documents and presentation materials, delivered killer prototype.
- **Deadlock** (PC) – Strategy, Accolade 1996 – **Editor’s Choice Award** (CGW)
Established style, created art, directed artists, produced FMV, designed Accolade's first CGW cover (May '96), and raised the bar on studio art standards and processes.

ARTIST, 5.1994 – 9.1994 (+ between project assistance while I was an Art Lead)

- **Jack Nicklaus 5** (PC), December 1996 – **5 star rating + Editor’s Choice Award** (CGW)
- **Unnecessary Roughness 95** (PC, Genesis, SNES)
- **Hardball 6** (PC), November 1996
- **Hardball 4** (PC)
- **Zero Tolerance** (Genesis) – **first and only FPS on classic consoles**