

2020– 2021 **ART DIRECTOR**

FREELANCE / CONTRACT Art direction and project development consultation for independent studios and corporate clients. Style guides, game + UX/UI mockups, branding graphics, concept + marketing art, tech art, prototypes.

Created UE4 prototype with a technical designer, focusing on environment/ lighting + FX, rigs + anims.

DAYBREAK GAMES – Foundational work for a new studio that would revive a classic RPG franchise for UE4/5 on PS5/ XSX/ PC. Created art style guides, game mode mockups, and slick presentations for design and business case decks. Concept and key art direction plus logo design.

2017 – 2020 **STUDIO ART DIRECTOR**

FOGBANK ENTERTAINMENT (DISNEY/ 21CF) *Storyscape* was the high-bar HBO/ AMC/ FX-like play in interactive narrative gaming, lauded for its quality art, writing, and inclusive representation. Original shows aired alongside IPs like James Cameron's *TITANIC* and *The X-Files*. I built the art style, art production pipelines, and art/ cine team.

Developed a look focused on high-quality realistic character art and authentic clothing. Established pipelines for art creation, review, and implementation. Hired, trained, mentored, and managed artists and cinematic directors plus top freelancers/ outsource studios to create art for 10 shows in popular genres – period, romance, comedy, drama, horror, fantasy. Principal production designer for flagship shows. Designed and directed characters, likenesses, and locations plus all show key art and logos. Best practice and IP guides. Hands-on tech art, paintovers. Studio leadership/ management/ tactics.

2011 – 2017 **STUDIO ART DIRECTOR/ PROJECT ART DIRECTOR**

KABAM Studio leadership plus art direction in multi-/ single-project capacities. Grew SF studio's art team with top talent from Blizzard, Bungie, ILM, EA, CCP, Weta, DreamWorks. Fostered an art community noted for its effective skill-sharing, camaraderie, and efficiency. Created style guides, pre-viz mockups, concept art plus hands-on prototype development. Established hiring, mentoring, dev best practices. Worked closely with IP partners, establishing Kabam's pedigree as a solid licensee. Art Leader in the latter day "Kabam RPG" studio specializing in action and strategy RPGs.

CREATIVE DIRECTOR, PUBLISHING

Creative consultation for 3rd-party publishing partners in China, Korea, Japan, Europe. My strike team of creative directors, editors, and translators handled all content culturalization and reskinning for western markets. Drove UI/UX best practices, art reskins, and audio (sfx, score, VO) re-recording plus L10N/ story editing/ script writing, and creative (key art, branding/ logos, App Store copy, CI).

2000 – 2010 **ART DIRECTOR**

PLANET MOON STUDIOS I grew the role from hands-on art to directing teams with multiple leads to overseeing operations on multiple projects. Established and validated art styles, maintained quality through critique and mentoring. Led tools development for author-friendly pipelines, anticipated issues then pushed for resolutions, built robust network of freelancers and vendors. Designed avatar systems for 3 games.

LEAD ARTIST

Wore many hats in this 9-person startup – did everything one could do in game art (concepts, UI, models, textures, rigs, environments, lighting, VFX, animation, load screens, &c.) plus marketing/ box/ manual/ site art, technical art (optimization, MaxScripts/ tools, collision/ physics, palettes) and all team art management (tracking + version control, scheduling, outsourcing, hiring).

2004 **SENIOR ARTIST**

CRYSTAL DYNAMICS Environment art and character concept art. Built, textured, lit campaign levels and multiplayer maps, and designed the protagonist for a *Deus Ex* franchise product.

1994 – 2000 **LEAD ARTIST/ ARTIST/ ANIMATOR**

ACCOLADE Led original IP projects to fill out Accolade's sports-heavy portfolio with high-quality "core" action titles. I enjoyed a high level of autonomy over my teams and projects, plus direct contact with the game press and use of cutting-edge SGI tech for some of the earliest lip-sync and 3D rendering in games. As a flexible generalist I did ingame pixel/ painted/ 3D art, concepts, cinematics, marketing.

OBJECTIVE To create ambitious and visually appealing RPG, strategy, and narrative games with good people.

BIO Ken is a game industry art director and illustrator with over 27 years experience leading art teams and making game art, 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, generalist “full stack” art director with extensive expertise in every stage of development from prototype through launch and live ops.

An expert at art pipelines and getting the most out of engines at any scale, Ken has shipped over three dozen titles on console, PC, mobile, and handheld. He has built out multiple art teams and businesses from scratch and has decades of experience managing outsourcing and directing remote teams.


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

- SKILLS**
- Strong traditional, technical, and 2D + 3D digital art skills.
 - Strong vision plus sense of branding and style.
 - Capable and proven leader who 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.
 - XBOX, PlayStation, Wii, DS, PSP, PC, Dreamcast, SNES, Genesis, web, iOS, Android.

- SOFTWARE**
- 3D Studio MAX, Maya, Spine, Adobe suite, Substance suite.
 - Unreal Engine 4, Unity, XCODE, Havok, Scaleform, PBR pipelines, custom engines.
 - Basecamp, Trello, MS Project, Smartsheet, JIRA, P4V, Plastic, Sourcetree, Git.
 - HTML, CSS, C, Perl, js, PHP, ActionScript, LUA, MaxScript.

EDUCATION **BFA Illustration**, 1994, Academy of Art, San Francisco.
+ OTHER Figurative illustration with a focus on comic book art and graphic storytelling.
Founder/ publisher @ Puppy Toss Comics Collective, 1992-1998, Berkeley.
Instructor in Sequential Art program, 1993-1994, Academy of Art, San Francisco.
Interests: motorcycles, horror, The Beatles, classic illustration, open world games, glitter, old bones.

PORTFOLIO Art direction and game art portfolio at <https://kencapelli.com>.
See  for an extensive list of recommendations.

TITLE + EXPERIENCE SUMMARY

2020	ART DIRECTOR		
DAYBREAK GAMES	<i>Unannounced UE5 RPG</i> – PC, PS5, XBOX SERIES X		
2017–2020	STUDIO ART DIRECTOR		
FOGBANK	<i>Storyscape</i> – iOS/ Android, FoxNext/ Disney – App Store 4.8★		2019
2011–2017	STUDIO ART DIRECTOR/ PROJECT ART DIRECTOR		
KABAM	<i>Pocket Tactics</i> (working title for tactical RPG prototype) – iOS/ Android, unpublished		2016-2017
	<i>STAR WARS: Uprising</i> – iOS/ Android – Editor's Choice Awards		2015
	<i>Drakonsoul RPG</i> – iOS/ Android, unpublished		2014-2015
	<i>The Hobbit: Armies of the Third Age</i> – Web/ Facebook		2013
	<i>The Hobbit: Kingdoms of Middle Earth</i> – iOS/ Android – \$100m+ rev		2012
	<i>Trojan War: Rage of Zeus</i> – Web		2012
	<i>Final Eden</i> – Web – full reskin, <4 months		2012
	<i>The Godfather: Five Families</i> – Web/ Facebook		2012
	<i>EdgeWorld</i> – Web/ Facebook		2012
	<i>Dragons of Atlantis</i> – Web/ Facebook		2011
	CREATIVE DIRECTOR, PUBLISHING		
	<i>The Hunger Games: Panem Rising</i> – iOS/ Android, Kabam		2014
	<i>Lord of the Rings: Legends of Middle-earth</i> – iOS/ Android, Kabam		2014
	<i>Creature Academy</i> – iOS/ Android, Netmarble		2014
	<i>Metal Skies</i> – iOS/ Android, WeMade		2014
	<i>Blades of Excalibur</i> – web, JoyYou – full reskin		2014
	<i>Ravenmarch</i> – web, GameReign – full reskin		2014
	<i>Wartune: Hall of Heroes</i> – iOS/ Android, 7th Road/ Hoolai		2013
	<i>Runes of War</i> – iOS/ Android, Pearl In Palm		2013
2000–2010	ART DIRECTOR		
PLANET	<i>BEYONCÉ: Star Power</i> – XBOX 360 Kinect/ PS3 Move/ Wii, unpublished		2009-2010
MOON	<i>Disney's Tangled</i> – Wii/ DS, Disney Interactive		2010
STUDIOS	<i>The SIMS 3: Life Moments</i> – Wii, EA – multiplayer + full technical eval. for console ports		2010
	<i>Drawn To Life: The Next Chapter</i> – Wii, THQ		2009
	<i>My Amazing Story</i> – XBOX 360, Microsoft Game Studios – unpublished		2007-2009
	<i>Booty Blocks</i> – iPhone/ facebook		2008
	<i>Brain Quest: Grade 3&4 and Grade 5&6</i> – PSP, EA		2008
	<i>Battle Of The Bands</i> – Wii, THQ		2008
	<i>Smarty Pants</i> – Wii, EA		2007
	<i>After Burner: Black Falcon</i> – PSP, SEGA		2006
	<i>Conan: Queen of the Black Coast</i> – PSP, THQ – unpublished		2005-2006
	LEAD ARTIST		
	<i>INFECTED</i> – PSP, Majesco		2005
	<i>Armed and Dangerous</i> – PC/ XBOX, LucasArts – Award-winning		2003
	<i>Giants: Citizen Kabuto</i> – PC/ XBOX, Interplay – Multiple Award-winning		2000
2004	SENIOR ARTIST		
CRYSTAL DYNAMICS	<i>Project: Snowblind</i> (<i>Deus Ex</i> franchise), PS2/ XBOX, Eidos		2004
1994–2000	LEAD ARTIST/ ARTIST/ ANIMATOR		
ACCOLADE	<i>Slave Zero</i> – Dreamcast/ PC, SEGA/ Infogrames		1999
	<i>Deadlock</i> – PC/ Mac – Editor's Choice Award		1996
	<i>Jack Nicklaus 5</i> – PC – ★★★★★ rating + Editor's Choice Award		1996
	<i>Hardball 4 and 6</i> – PC/ Genesis		1994, 1996
	<i>Unnecessary Roughness 95</i> – PC/ Genesis		1994
	<i>Zero Tolerance</i> – Genesis – first and only FPS on classic consoles		1994