

2020– 2021 **ART DIRECTOR**

FREELANCE
/CONTRACT
/CONSULTING

Art direction + consultation for game development projects, studios, and publishers. Clients include:

- **WB GAMES** – Art leadership for WB Boston with focuses on individual mentorship, accelerating team potential, and representing the art discipline in studio leadership endeavors.
- **THOUGHTPENNIES** – UE4 prototype development (env, lighting, rigs, anims, UI, FX). Style guides plus branding/ identity and pitch/ presentation materials for AAA IP, original, and pixel art projects.
- **DAYBREAK GAMES** – Foundational work reviving a classic RPG franchise on PS5/ XSX/ PC. Created style guides, mockups, and slick bizdev presentations. Concept/ key art direction plus logo design.
- **REDEMPTION GAMES** – UI concepts and art for narrative title in development.
- **GAME VISION** – Style + content consultation for Asian developers focusing on western audiences.
- **FACEBOOK** – Sponsored talk for Asian devs on best practices in developing content for the west.

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

Art leadership in multi-/ single-project capacities. Grew art team with top talent from Blizzard, Bungie, ILM, EA, CCP, Weta, DreamWorks. Fostered a community noted for skill-sharing, camaraderie, and efficiency. Created style guides, pre-viz, concept art, hands-on with prototypes. 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 & 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, reskins, audio (sfx, score, VO) re-recording plus L10N/ editing/ 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 actionable critique and effective mentoring. Led tools dev for author-friendly pipelines, anticipated issues then pushed for resolutions, built robust network of freelancers/ 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 art production/ management (tracking + version control, scheduling, outsourcing, hiring).

2004 **SENIOR ARTIST**

CRYSTAL DYNAMICS

Built, textured, lit campaign levels and multiplayer maps, designed protagonist for a *Deus Ex* product.

1994 – 2000 **LEAD ARTIST | ARTIST | ANIMATOR**

ACCOLADE

Led original IP projects to fill out Accolade's sports-heavy portfolio with "core" action titles. I enjoyed a high level of autonomy over my teams and projects, with 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, UI, concepts, cinematics, marketing art.

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, Miro, 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

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