

2024 **ART DIRECTOR**

NETFLIX Avatar and user interface direction for internal interactive fiction games.

2021 – 2023 **ART DIRECTOR/ FOUNDER**

THOUGHT PENNIES Built + led art team for a AAA UE5 action RPG; style dev, roadmaps, pipelines, avatar system.

2020 – 2024 **ART/ UI/ LEADERSHIP CONSULTANT**

- VARIOUS CLIENTS
- **GALLIUM STUDIOS** – UI + branding/ style dev and leads mentoring for Will Wright’s *Proxi* project.
 - **WB GAMES** – Art leadership at WB Boston focused on mentorship and accelerating team potential.
 - **REDEMPTION GAMES** – UI concepts, direction, storyboards, and art for a narrative puzzle title.
 - **GAME VISION** – Style, UI, and content consultation for Asian game dev and animation clients.
 - **FACEBOOK GAMING** – 2021 sponsored seminar on content best practices for western audiences.
 - **DAYBREAK** – Reviving classic RPG on console. Art style, mockups, key art direction, logo/branding.
 - **THOUGHT PENNIES** – Prototyping, style guides, branding for AAA UE4 and indie pixel art pitches.

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 (SF, BEIJING) 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 collaboration. 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, localization, and reskinning for western markets. Drove UI/UX best practices, reskins efforts, audio (sfx, score, VO) re-recording plus L10N/ editing/ writing, and creative (key art, branding/ logos, App Store copy, CI).

2000 – 2010 **ART DIRECTOR | LEAD ARTIST**

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

As Lead I wore many hats in this 9-person startup – did everything one could in art (concepts, models, UI, levels, lighting, VFX, rigs, animation, cinematics, &c.) plus marketing/ packaging/ site design, tech art (optimization, tools, physics, palettes), art production (hiring, tracking, scheduling, outsourcing).

2004 **SENIOR ENVIRONMENT 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 projects that extended Accolade’s sports-centric portfolio into “core” action/ strategy genres. I exercised elevated 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 created pixel/ painted/ 3D art, UI, concepts, cinematics, marketing materials.

OBJECTIVE To create ambitious and visually appealing RPGs and narrative games with good people.

BIO Ken is a game industry art director and illustrator with 30 years of 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 hands-on 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 multiple art teams and businesses from scratch and has decades of experience managing outsourcing and directing remote teams.

Ken 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, WB, Netflix.
- Long history servicing top IP – *Star Wars*, *LotR* and *The Hobbit*, *Titanic*, *The X-Files*, *The Godfather*, *Hunger Games*, *Conan*, *The Sims*, *Disney’s Tangled*, *Game of Thrones*, Games Workshop, Beyoncé.
- Flexible stylistic range – realistic, stylized, ‘core/ midcore, f/ sf/ horror, casual/ family/ edutainment.
- Wide genre experience – RPG, narrative, strategy, RTS, action, FPS, education.

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

- SOFTWARE**
- 3D Studio MAX, Maya, Spine, Adobe suite, Substance suite.
 - Unreal Engine, Unity, XCODE, Havok, Scaleform, PBR pipelines, custom engines.
 - Basecamp, Trello, Miro, 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 graphic storytelling.*

Founder/ publisher @ Puppy Toss Comics Collective, 1992-1998, Berkeley.

Instructor in Sequential Art program, 1993 and 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 kencapelli.com.

This **resume** available at kencapelli.com.

See linkedin.com/in/kencapelli for an extensive list of **recommendations**.

TITLE + EXPERIENCE SUMMARY

2024	NETFLIX	ART DIRECTOR, <i>Netflix Stories</i> – iOS/ Android, Netflix	
2021–2023		ART DIRECTOR/ FOUNDER	
THOUGHT PENNIES		<i>Unannounced AAA RPG</i> – XSX/ PS5/ PC, unreleased/ in development	2021 – 2023
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, tactical RPG prototype) – iOS/ Android, unpublished	2016 – 2017
		<i>STAR WARS: Uprising</i> – iOS/ Android – App Store 4.9★, 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>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 ENVIRONMENT ARTIST	
CRYSTAL DYNAMICS		<i>Project: Snowblind (Deus Ex franchise)</i> , 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