

## 2020 – NOW ART / UI / LEADERSHIP CONSULTANT

- VARIOUS CLIENTS
- <STEALTH STARTUPS> – Character/avatar, HUD/UI, art style dev for mobile & PC/console projects.
  - 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 narrative and puzzle titles.
  - GAME VISION – Style, UI, and content consultation for overseas game dev and animation clients.
  - FACEBOOK GAMING – 2021 sponsored seminar on content best practices for western audiences.
  - DAYBREAK – Reviving classic MMORPG for console/PC. Art style, mockups, key art, logo.
  - THOUGHT PENNIES – Prototypes, style guides, branding for original AAA IP + indie pixel art pitches.

## 2024 – 2025 ART DIRECTOR

- NETFLIX GAMES
- Led cross-functional leads team in dev and live ops. Transitioned art production from internal to co-dev, with new functional structures for art, UI, tech art, and animation. Created processes for key art, logo, and marketing assets plus pipelines for new avatar art. Directed cosmetics (literally) and UI.

## 2021 – 2023 STUDIO ART DIRECTOR

- THOUGHT PENNIES ENTERTAINMENT
- Founding team member, built and led art team for a AAA UE5 RPG in the *Warhammer: Age of Sigmar* IP; art style development/ style guides, roadmaps, pipelines, avatar system design.

## 2017 – 2020 STUDIO ART DIRECTOR | PRODUCTION DESIGN

- FOGBANK ENTERTAINMENT (A DISNEY/ 21<sup>ST</sup> CENTURY FOX STUDIO)
- 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 high-quality illustrative character art look. Established pipelines for art creation, review, and implementation. Hired, trained, mentored, and managed artists and cinematic directors plus freelancers/ outsource studios to create art for 10 shows in popular genres – period, romance, comedy, drama, horror, fantasy. Production design for flagship shows’ characters, likenesses, and locations plus all key art and logos. Best practice and IP guides. Hands-on tech art, paintovers.

## 2011 – 2017 STUDIO ART DIRECTOR | 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 a 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 + visually appealing action, narrative, and role-playing games with good people.

**BIO** Ken is a game industry art director and illustrator with over 30 years of experience leading teams and creating game art. He is skilled at both developing original IP and working with top global brands across diverse genres and styles. A highly technical and versatile “full stack” art director, Ken has hands-on expertise at every stage of development, from prototype through launch and live operations.

An expert in art pipelines and real-time engines at any scale, Ken has shipped more than three dozen titles on console, PC, mobile, and handheld platforms. He has built multiple art teams, projects, and businesses from the ground up, with decades of experience managing outsourcing and directing remote teams.

Known for his eye for detail, strong sense of style, and actionable direction, Ken brings both creative vision and development savvy to every project.

- 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 & style, with expertise in environments, avatar systems, UI.
  - 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, Blender.
  - Unreal Engine, Unity, XCODE, Havok, Scaleform, PBR pipelines, custom engines.
  - Basecamp, Trello, Miro, MS Project, Smartsheet, Airtable, JIRA, P4V, Sourcetree, Git.
  - HTML, CSS, C, Perl, js, PHP, ActionScript, LUA, MaxScript.

**EDUCATION + OTHER** **BFA Illustration**, 1994, Academy of Art, San Francisco.  
*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/portfolio](https://kencapelli.com/portfolio).

This **resume** available at [kencapelli.com](https://kencapelli.com).

See [linkedin.com/in/kencapelli](https://linkedin.com/in/kencapelli) for an extensive list of **recommendations**.

## TITLE + EXPERIENCE SUMMARY

2024–2025	<b>ART DIRECTOR</b>		
NETFLIX GAMES	<i>Netflix Stories</i> – iOS/ Android/ Cloud, Netflix – <b>App Store 4.8★</b>		2023
2021–2023	<b>STUDIO ART DIRECTOR</b>		
THOUGHT PENNIES	<i>Warhammer: Age of Sigmar: Dark Frontier</i> – XSX/ PS5/ PC, unreleased		2021 – 2023
2017–2020	<b>STUDIO ART DIRECTOR   PRODUCTION DESIGN</b>		
FOGBANK	<i>Storyscape</i> – iOS/ Android, FoxNext/ Disney – <b>App Store 4.8★</b>		2019
2011–2017	<b>STUDIO ART DIRECTOR   ART DIRECTOR</b>		
KABAM	<i>Pocket Tactics</i> (working title, tactical RPG prototype) – iOS/ Android, unreleased		2016 – 2017
	<i>STAR WARS: Uprising</i> – iOS/ Android – <b>App Store 4.9★, Editor's Choice Awards</b>		2015
	<i>Drakonsoul RPG</i> – iOS/ Android, unreleased		2014 – 2015
	<i>The Hobbit: Armies of the Third Age</i> – Web/ Facebook		2013
	<i>The Hobbit: Kingdoms of Middle Earth</i> – iOS/ Android – <b>\$400m+ rev</b>		2012
	<i>Final Eden</i> – Web – <b>full reskin, &lt;4 months</b>		2012
	<i>The Godfather: Five Families</i> – Web/ Facebook		2012
	<i>EdgeWorld</i> – Web/ Facebook		2012
	<i>Dragons of Atlantis</i> – Web/ Facebook		2011
	<b>CREATIVE DIRECTOR, PUBLISHING</b>		
	<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 – <b>full reskin</b>		2014
	<i>Ravenmarch</i> – web, GameReign – <b>full reskin</b>		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	<b>ART DIRECTOR</b>		
PLANET MOON STUDIOS	<i>BEYONCÉ: Star Power</i> – XBOX 360 Kinect/ PS3 Move/ Wii, unreleased		2009 – 2010
	<i>Disney's Tangled</i> – Wii/ DS, Disney Interactive		2010
	<i>The SIMS 3: Life Moments</i> – Wii, EA – <b>multiplayer + full technical eval. for console ports</b>		2010
	<i>Drawn To Life: The Next Chapter</i> – Wii, THQ		2009
	<i>My Amazing Story</i> – XBOX 360, Microsoft Game Studios – unreleased		2007 – 2009
	<i>Booty Blocks</i> – iPhone/ facebook		2008
	<i>Brain Quest: Grade 3&amp;4 and Grade 5&amp;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 – unreleased		2005 – 2006
	<b>LEAD ARTIST</b>		
	<i>INFECTED</i> – PSP, Majesco		2005
	<i>Armed and Dangerous</i> – PC/ XBOX, LucasArts – <b>Award-winning</b>		2003
	<i>Giants: Citizen Kabuto</i> – PC/ XBOX, Interplay – <b>Multiple Award-winning</b>		2000
2004	<b>SENIOR ENVIRONMENT ARTIST</b>		
CRYSTAL DYNAMICS	<i>Project: Snowblind</i> ( <i>Deus Ex</i> franchise), PS2/ XBOX, Eidos		2004
1994–2000	<b>LEAD ARTIST   ARTIST   ANIMATOR</b>		
ACCOLADE	<i>Slave Zero</i> – Dreamcast/ PC, SEGA/ Infogrames		1999
	<i>Deadlock</i> – PC/ Mac – <b>Editor's Choice Award</b>		1996
	<i>Jack Nicklaus 5</i> – PC – <b>★★★★★ rating + Editor's Choice Award</b>		1996
	<i>Hardball 4 and 6</i> – PC/ Genesis		1994, 1996
	<i>Unnecessary Roughness 95</i> – PC/ Genesis		1994
	<i>Zero Tolerance</i> – Genesis – <b>first and only FPS on classic consoles</b>		1994