Chad Hoynacki

Bothell, WA

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Digital Art Director/Manager

Multifaceted technical career with 14-year track record of innovation and success

Technically sophisticated leader with more than fifteen years of success directing and managing artistic design and creation of AAA graphics and game production. Demonstrated proficiency in pre-production, planning, scheduling, marketing, and management for large scale and small production within the video game industry.

Core Competencies:

Environment Design	Outsourcing/Vendor Management	Agile Methodology
Hard Surface Design	Technology Management	Staff Management
Character Design	Project Management	Team Mentoring and Training

Professional Experience

Lakshya Digital, Kirkland, WA

Art Director, 2019-Present

Oversee asset planning, design, creation and delivery of finished content for Outsource Clients. Examine and propose alternative workflows, training and standards. Continued communication with clients to maintain expectations and foster collaboration.

Clients Include: Microsoft, Amazon, 2K

Key Achievements:

- Deliver assets that meet each client's individual expectations and standards.
- Train international artists on industry standards.

Wargaming, Seattle/Redmond, WA

Vehicle & Character Art Lead/Manager, 2015-2018

Successfully oversaw asset planning and creation for an unreleased MMO, leading and managing internal staff and offsite artists in utilizing proprietary graphic engine and PBR workflow to create AAA quality assets. Documented all production guidelines and created tutorials for new proprietary tools and workflow.

Key Achievements:

- Effectively collaborated with Production to establish the strategic plan, project schedule, capacity requirements and production metrics.
- Spearheaded the creation of new production pipeline to address shortfalls and increase efficiency along with shepherded cross-departmental feature requests to achieve final quality.
- Collaborated cross-functionally to meet or exceed production standards, and to create internal and public marketing presentations.

Outsource Manager, 2014-2015

Oversaw all external art development for unreleased MMO, including the creation of vendor statement of work, and coordinating with Global Vending Services.

Key Achievements:

- Ensured highest quality of work by maintaining consistent vendor communication, thoroughly critiquing product and approving final deliveries.

Contract Artist

3D Character Artist, **Linden Lab**, San Francisco; Created high and low polygon 3d models and textures for Second Life, 2014

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3D Artist, **BladeStone**, Edwards, CO; Created art assets including 3d models, textures, animation, and FX for use in Unity engine, 2013

Glu / Griptonite Games / Amaze Entertainment, Kirkland, WA

Art Manager, 2008 - 2012

Skillfully recruited, trained, and managed internal and offsite artistic staff to create console, handheld, & iOS/Android games using proprietary game engines and Unity3D. As lead on F2P project, analyzed monetization and consumer trends for the title using Flurry data, and developed production guidelines for up to 6 production teams. Key contributor to online promotional plans and materials.

Key Projects:

- **Art Manager / Art Lead, Gears & Guts, iOS / Android** - Led project art team from pre-production through ship, setting standards and pipeline for original IP. Oversaw the concept, design, and creation of characters, vehicles, weapons, and environments. Contributed to UI design and implementation. Managed outsourcing and marketing materials for iTunes and Google Play. Mentored artists both on and off team in Maya and Unity3D.
- **Studio Environment Art Manager / Art Lead, Gladiator: Kinect, (POC), Xbox360** - Managed staff of 7-11 people and led project art team of 4-5 from pre-production through completion. Completed in strict deadline of 3 weeks for E3 presentation. Oversaw outsourcing and final video editing.
- **Studio Environment Art Manager / Environment Art Lead, Green Lantern: Rise of the ManHunters, Nintendo Wii / Nintendo 3DS** - Managed 7-11 staff and set standards and pipeline for environment production utilizing new engine. Helped setup and manage an internal studio in India.
- **Studio Environment Art Manager / Environment Art Lead, Marvel Super Hero Squad: The Infinity Gauntlet, Xbox360 / PS3 / Nintendo Wii** - Managed staff of 7-11 people from pre-production through completion. Assisted in FX, UI, and Cinematics. Managed outsourcing.
- **Environment Artist / Lighting Artist, Disney's Princess & The Frog, Nintendo Wii** - Added to team to adjust environment art to match Disney film quality & style. Creation of models, textures, and lighting rigs for environments. Completed in strict deadline for E3 presentation.
- **Environment Artist, Where the Wild Things Are, Xbox360 / PS3 / Nintendo Wii** - Creation of models, textures, and lighting rigs for environments. Assisted in developing standards and pipeline for lightmapping of environments.
- **Environment Artist, X-MEN ORIGINS: Wolverine, Nintendo Wii / Sony PS2** - Creation of models, textures, and lighting rigs for environments. Produced art for 4 of 8 environments.

Liquid Development, Portland, OR

Art Manager, 2004 - 2008

Oversaw up to 10 artists through project completion to client specification in the creation of additional assets for AAA titles, using several proprietary game engines and Unreal Engine III.

- **Art Manager** for: Dirty Harry (Unreleased) - The Collective
- **Modeler, Texture Artist** for: Aliens: Colonial Marines - Gearbox / SEGA, DragonAge - Bioware, RockBand / RockBand II - Harmonix, Guitar Hero II - Activision, Lord of The Rings: Battle For Middle Earth - Electronic Arts
- **Environmental Design & Model / Cinematic Modeler**: WarHawk, DLC Incognito Entertainment, SCEA

Technical Proficiencies

Maya, Max, Unity, UE4, ZBrush, Mudbox, Substance Suite, Quixel Suite, Adobe Suite, Perforce, Jira, Taleo

Education and Credentials

Bachelor of Science in Computer Animation, Art Institute of Portland, Portland, OR

Associate of Applied Arts in Computer Animation (Honors), Art Institute of Seattle, Seattle, WA