



ANDRE VAN ROOIJEN

experienced art director

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PROFILE

A skilled and passionate Artist and Art Director with over 14 years of experience in visual design and development of Games.

A proven record of leading and coaching Art teams from concept to release on all major interactive platforms including PC, Consoles and Mobile. Successfully championed visual design on original IP as well as licensed products for major brands like Adidas, Sony and Intel.

Confident Leader

- Successfully built teams of up to 40 artists and led them through visual design and development cycles to be released on time and within budget.
- Trained and mentored junior and senior staff to reach their full potential and meet high quality and productivity standards.
- Effective project manager; set up schedules and tracked progress, provided artistic and technical critique, pro-actively highlighted and mitigated dependencies, kept a high level project overview while being involved hands-on and in-depth.
- Held studio level responsibility for strategic direction, long term planning as well as staff allocation, recruitment, training and assessment.
- Managed outsourcing of art production to external teams and contractors. Turned a weak external studio in Pune (India) into a real asset through intensive on and off-site training.

Creative Designer

- Created visual designs on original IP as well as licensed games with a strong focus on casual audiences.
- Combined solid traditional artistic background with commercial and consumer driven industry experience.
- Established visual design and art production as a distinctive discipline in a mainly code driven company which led to promotion as Davilex's first Art director.
- Improved studio output through refinement and documentation of design and production pipelines.
- Specialist in Motion control and Touch based devices and interfaces. For example; Fluid Football on iOS and Android, Adidas miCoach on Kinect and Playstation Move, Let's dance with MelB on Kinect, Playstation Move and Wii as well as EyePet and Tori Emaki on Playstation Eye/Move.

Effective Communicator

- Effectively communicated visual requirements and quality benchmarks through design documentation and artwork.
- Successfully aligned stakeholders on visual design for heavily branded products such as Adidas miCoach.
- Pro-active communicator between creative and technology driven staff and departments by bridging the gap and turning dependencies into strengths.
- Successful mediator that can play the devil's advocate to resolve conflicts of interest.

EXPERIENCE

Visual Designer | Freelance | 2013

- Visual design and art asset production for Mobile apps and games.

Art Director | Chromativity | 2012-2013

- Visual design and art direction on the studio's first release on mobile platforms. Over 1.5 million downloads on iOS & Android.
- Art direction on innovative motion based God game developed in close collaboration with Intel.

Art Director | Lightning Fish Games | 2010-2012

- Successfully aligned Development, Publishing and Brand owners on visual designs for heavily branded products like Adidas miCoach.
- Responsible for building and day to day management of internal (UK) and external (India) art teams. Supervised outsourcing of art asset production to external studios and off-site contractors.

EDUCATION

2001: Training: Inspiring Management.

1997: Interactive multimedia and 3D computer animation, Mohr Institute, Groningen, the Netherlands.

1991-1992: Postgraduate in Fine Arts, Ateliers Arnhem, ArtEZ, Arnhem, the Netherlands.

1987-1991: B.A. in Fine Arts (Painting), Academy of Fine Arts, ArtEZ, Arnhem, the Netherlands.

1982-1987: Senior/Higher General Secondary Education, Nederrijn College, Arnhem, the Netherlands.

LANGUAGE

English: Fluent

Dutch: Native

SOFTWARE

- Maya
- 3DS Max
- Z-Brush
- Adobe Photoshop
- Adobe Illustrator
- Adobe After FX
- Unreal
- Unity
- Phyre
- Hansoft
- SVN
- Microsoft Office



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EXPERIENCE (continued)

Senior Art Director | Playlogic Games Factory | 2008-2010

- Studio wide responsibility for art design and production of Playlogic Game factory.
- Established and refined procedures and pipelines for visual design, art production and concept development.

Art Director | Playlogic Games Factory | 2006-2008

- Championed the visual design and art production for both original IP and Licensed products in close collaboration with Sony London.

Lead Level Artist | Playlogic Games Factory | 2003-2006

- Designed, prototyped and produced level geometry and gameplay for Xyanide; Playlogic's highly anticipated debut release on Xbox.

Studio Art Director | Davilex | 2000-2003

- First to hold company wide responsibility on all art production. Over 50 artists across Games, Animation, Web and Special Interest studios.
- Setup and executed training and coaching program for Art leads and Directors.
- Responsible for art resource management and recruitment.
- Setup and directed external art team in Mulheim (Germany). Supervised outsourcing of PS1 conversions.

Lead Artist | Davilex Games | 1999-2000

Level Artist | Davilex Games | 1998-1999

Independent Fine Art Professional | 1991-1998

RECOMMENDATIONS

"...His management of our in-house team, external India team & external contractors is one of the best I have worked with. For me as Development Director at Lightning Fish & Chromativity this meant that the art department was a near zero effort and that I could have more time with other department's that needed my help..."

Mike Montgomery: Development Director at Lightning Fish Games & Chromativity

"...Now in my opinion this is one of André's greatest qualities; he really knows how to guide artists in a way to get the best out of them. So it's not uncommon that you will see André making artists enthusiastic and see the quality of a project rise..."

Robin Keijzer: Art Director at Playlogic Games Factory

"...André is certainly the most experienced Art Director I ever met.

A true veteran of the industry he has both an extremely creative and mature personality, and is one of the best assets Playlogic ever had..."

Jordane Thiboust: Game Designer at Playlogic Games Factory

"...Looking at his amazing track record I can only have the utmost admiration for someone who has done so many projects and managed so many people, still is able to take on even the most tedious of things with a great deal of ambition and passion. In that, but also other ways, André's presence allowed me to learn from his attitude and experience and grow not only professionally but also personally..."

Bart-Willem van Lith: Senior Artist at Playlogic Games Factory

REFERENCES

Michael Montgomery: Founder and Development Director at Lightning Fish and Chromativity.

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Olivier LHermitte: Managing Director at Playlogic Games Factory.

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CREDITS

Idol Hands (Intel)

2012 -PC -Art director

Fluid Football

2012 -iOS/Android -Art director

Adidas miCoach

2012 -PS3/Xbox 360 -Art director

Let's dance with MelB

2011 -Wii/PS3/Xbox 360 -Art director

EyePet Move Edition (Sony)

2010 -PS3 -Art director

Fairytale Fights

2009 -PS3/Xbox360 -Supervising Art director & Lead level artist

EyePet (Sony)

2009 -PS3 -Lead artist

Tori Emaki (Sony)

2007 -PS3 -Environment artist

Xyanide Resurrection

2007 -PSP/PS2 -Art director

Project Delta

Unreleased -Art R&D & Design Lead

Xyanide

2006 -Xbox -Level Art & Design

Autobahn Raser IV

2002 -PC/PS2 -Art director

Paris Marseille Racing II

2002 -PC/PS2 -Art director

London Racer II

2002 -PC/PS2 -Art director

US Racer

2001 -PC/PSX/PS2 -Art director

A2 Racer IV: Cops Revenge

2000 -PC -Art director

Paris Marseille Racing

2000 -PC -Art director

Holiday Racer

2000 -PC -Art director

A2 Racer III: Europa tour

1999 -PC -Lead artist

Autobahn Raser II

1999 -PC -Level artist

London Racer

1999 -PC -Level artist

A2 Racer II

1998 -PC -Level artist

Competition manager

1998 -PC -Artist

RedCat (Education)

1998 -PC -Artist