

## **John Rix**

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### **SYNOPSIS:**

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- Bulletproof, calm, supportive leadership style with an 'outside the box' entrepreneurial mindset, able to engage, grow and motivate teams to go 'above and beyond'
- Design of new innovative, visual solutions that respect the constraints of time and resources ensuring that 'what counts' gets on screen, by soliciting input, and synthesizing optimal solutions from varied perspectives
- Analytic approach to balancing strategic initiatives with tactical realities to improve art processes, pipelines and tools to speed production and improve predictability
- Broad background and experience with interface, modeling, lighting, animation, texturing, and their associated pipelines creating a cohesive approach covering all visual aspects of a game, to ensure a strong consistent visual presentation
- Recognized as having an ability to communicate complex visual and technical issues in a way that executives, marketing, producers, designers, engineers and artists can understand
- Credited on over 20 published AAA game for X360, PS3, Wii, PS2, Xbox and PC

### **RECENT WORK HISTORY:**

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#### **Leap In Entertainment** Studio Art Director

July 2007- March 2009

Project: An immersive, console style 3D world, fully integrating social networking, media sharing and user generated content and customization, direct delivered via browser plugins and streamed downloading.

- Art Directed the visual goals, style and benchmarks, mentored and trained staff, conducted ongoing individual and group art critiques to provide a clear vision of the project and visual elements with ongoing feedback
- Designed and managed the development of a custom, fully integrated art pipeline with associated processes that was running early in production, giving artists quick visual feedback and confidence of how their art would look in-game
- Recruited, hired and managed day to day work for a team of 2D, 3D and technical artists creating a cohesive, fun group with good skill overlap
- Wrote and maintained wiki based documentation for feature design, visual style, art specifications, and art pipelines creating clarity of goals and techniques for existing team members, and enabling new team members to become productive quickly
- Designed and maintained art milestone plans, task scheduling, production tracking, and contingency plans for the art team, successfully keeping high quality visuals on time and in budget with a high degree of predictability

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**RECENT WORK HISTORY CONTINUED:**

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**Electronic Arts (Canada) Inc.**

February 1994 to July 2007

Performed a variety of roles spanning both strategic management and 'hands on' production, illustrated by some key accomplishments:

- CG Supervisor (Technical Art Director) for FIFA Street 3 PS3/X360 redesigning shaders, lighting models and pipelines to add 50% more characters on screen while maintaining visual quality and 60fps
- EA Sports Supervising Art Director, establishing a consistent multi-franchise '07 look and feel while maintaining sport specific nuances (PS2/Xbox)
- Art Directed and CG supervised NBA Live 2006/07 Xbox/PS2, reestablishing it's visual leadership position
- Planned, instructed and facilitated pre-production workshops for EA Canada production teams to create cohesive team vision and early planning ahead of new production
- Active Charter member of multiple EA councils for graphics, workflow and pre-production, developing and evangelizing long term goals and initiatives to streamline and advance EA's world-wide production team processes and organization
- Managed the technical and business liaisons between EA studios and the major 3D vendors gaining early access to software, and influencing development to better support EA production
- Managed a group of technical artists and engineers who wrote and maintained a collection of critical plugins and data converters for Maya/Max/XSI used by worldwide studios, and who acted as a SWAT team to jump start new art processes and technology on production teams
- Planned and managed the facilities and processes of the EA Motion Capture, Video Post, and Audio Studios, providing world class services more responsively and less costly than outside facilities
- Developed (with HR) a comprehensive set of job descriptions and responsibility matrices for the art and technical art roles adopted throughout EA studios, improving morale for artists and providing clarity for managers
- Art Directed and/or CG supervised FIFA Soccer, a key EA franchise from 95-99 (PSX/PC) creating industry leading graphics and animation

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**Education and Professional Development:**

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**SIGGRAPH**

1984-2008

- A large variety of courses, papers, and sketches over the last 20 years
- Juror for the 2003 Animation Theater program

**Capilano College**

1979-1981

Commercial Design &amp; Illustration (associate degree)

- Graphic Design, Typography, Illustration, Photography and Pottery

**Vancouver Community College (Focal Point)**

1977-1978

Professional Photography Program

- Fashion Photography, Photojournalism and Advanced Darkroom Techniques

**University of BC**

1976-1977

Bachelor of Fine Arts Program

- Studio Art, Visual Analysis, Art History, and Philosophy
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