Steven Ashley

65 Tremont Street, Salem, Massachusetts 01970 • (857) 222-6372

steven@stevenashley.com • www.stevenashley.com

Artist Profile

- Environment and hard surface artist, lead artist and art director with 21 years of industry experience.
- Art Director for *Rise and Fall: Civilizations at War*, *Catz*, *Dogz*
- Assistant Art Director for *SimCity Societies, SimCity Societies: Destinations*
- Lead artist on *Empire Earth*, *Empires: Dawn of the Modern World*, *Lord of the Rings Online: Mines of Moria, Infinite Crisis and SpellBreak.*
- Senior Environmental Artist on *Streamline*

Professional Experience

Proletariat, Inc—*Boston, Massachusetts*

Lead Artist 10/17–Present

Oversaw the early stage development and R&D for the environments of various prototypes, eventually becoming SpellBreak. Created foliage, that included deciduous and pine trees, grass and low plants. Developed structure system to allow designer to create a variety of different building shapes to accommodate game play. Created atmospherics for the various regions of the world to add mood, while attempting to balance game play. Researched and implemented landscape terrain mesh and early landscape auto materials. Was responsible for art pass on map to add more detail in the world. Responsible for performance regarding the environment. Managed a team of eleven artist across a variety of disciplines. Worked with producers to generate lists and time estimates for the various environmental biomes . Was the sole environment artist up until closed alpha.

Senior Environmental Artist 10/15–10/17

Responsible for the creation of all maps for Streamline. This included, but not limited to POI's, Vehicles, Buildings and Structures, Deco, Flora and Lighting. As the primary environmental artist, I took it upon myself to identify and estimate all assets required for each map ahead of time for preplanning. I delivered each map within scope of both time and performance, working closely with the graphics engineer to ensure each map was as performant as I could make it. I also worked closely with the map designer to resolve map issues as they pertain to the visual look and worked closely with the art director to ensure it matched the overall vision for the game.

When time allowed, I conducted creative streams on Twitch to go over our work flow with the community and go into details my process and pipeline.

WB Games/Turbine Entertainment, Inc—*Needham, Massachusetts*

Senior Lead Artist 6/08–7/15

Directly managed and mentored production art team of 12 artists. During the course of the development, I evaluated new tools, both internal/middleware and various pipeline techniques to incorporate into our day-to-day operations. Reviewed assets to ensure they meet our performance standards while maintaining a high quality bar. Facilitated communication within the team and organization as a whole by maintaining art documentation, creating tutorials in both wiki and video formats, and pre-planning and creating pre-visualizations to assist producers, concept, level designers and production artists. Directly created both character and environmental assets as well as Havok Behavior Graphs with special attention to the Havok Cloth pipeline.

In addition to my regular duties, I reviewed the mobile pipeline with UE4 and Unity on a range of devices on our existing assets and pipeline to document quality vs. performance for consideration on future projects.

Tilted Mill Entertainment, Inc—*Framingham, Massachusetts*

ASSISTANT ART DIRECTOR 10/06–4/08

Responsible for communication within art department, mentoring Junior Artists, updating and maintain art guidelines. Created series of tutorial videos to provide further communication on how to use new aspects of the game engine in order to reduce bugs and increase productivity. Created Buildings, Environment and graphic effects for *SimCity Societies*. Researched new tools to improve the art process and conducted R&D with the programming team to introduce new enhancements to the game engine. Led team of 11 artists for the production of *SimCity Societies: Destinations*; personally reviewed all artwork for quality and ensured the team met milestones.

Backbone Entertainment—*Framingham, Massachusetts*

ART DIRECTOR 2/06–10/06

Responsible for art direction of 3 original titles for the PS2 and for the *Catz* and *Dogz* for the PC. Tasks include creating concept sketches and art project schedules; art workflow processes involving a proprietary game engine with Granny; style guides for offsite artists and budgets. Conducted R&D on various 3D game engines. Oversaw two outsource houses to maintain art quality, overall art style and weekly progress meetings to ensure meeting agreed milestones.

Stainless Steel Studios, Inc—*Cambridge, Massachusetts*

ART DIRECTOR 6/03–11/05

Member of the Steering Committee which was responsible for high-level company decisions such as employee issues, marketing, publisher decisions and sensitive contract details.

Responsible for the look and feel of *Rise and Fall: Civilizations at War*. Managed staff of 18 in-house artists in addition to overseeing and approving art from outsource houses and offsite artists. Developed process for recording in-game footage and edited all content used for in-game cinematics, UI and promotional videos. Oversaw the needs of the individual artists and built a strong, well-rounded department. Maintained art guidelines, having the artists participate in adding to the guidelines to instill a sense of ownership to the creation process.

LEAD ARTIST 9/98–6/03

Led staff of 14 artists and maintained strict art schedule ahead of schedule for *Empires: Dawn of the Modern World*. Responsible for the look and feel of the game. Worked closely with programmers to communicate new features of the game engine to the rest of the art team. Acted as mentor for newly hired artists or assigned appropriate mentors. Was directly responsible for hiring additional artists. Maintained art guidelines for artists to follow in order to minimize bugs.

Supervised staff of 6 artists and created over 100 separate assets for *Empire Earth*, while maintaining a strict schedule of deliverables. Acted as mentor for newly hired artists and was directly responsible for hiring additional artists. Created and maintained art department guidelines to ensure consistency in art assets. Worked closely with programmers on R&D with environment, units, UI and buildings.

Technical Skills

Software (PC)		Media
3DS Max 2019	Havok HBT/Cloth	Infrared/HDRI Photography
Maya 2019	Unreal Engine	Pen and Ink
Zbrush 2018	Turbine G4 Engine	Pencil
Adobe Photoshop	UDK	Charcoal
Agisoft Photoscan		
Headus UV Layout		
Topogun		
Quixel Suite/Megascans		
Kolor Autopano		
Adobe Premiere		

Education

Bell Technology Group, LTD—*New York, New York*
Second Level Certification in 3D Studio Max, 1998
Character Studio & Advanced 3D Studio Max, 1998

The Art Institute of Dallas—*Dallas, Texas*
Associate Degree of Applied Arts, Computer Animation/Multi-Media, June 1995
Second Level Alias Certification, June 1995

New England School of Photography—*New Milford, Connecticut*
Photography, 1993

References - Additional references can be made at request

WB Games/Turbine Entertainment, Inc—*Needham, Massachusetts*

"Steve is one of the best development team members I've ever worked with. He's passionate about his job and doing it well. He'll research new tools, create instructional videos and wiki pages on his discoveries, and work tirelessly to improve the product and the team. He's highly organized and extremely capable. I wouldn't hesitate to recommend him, for anything." — **Harry Teasley**, managed Steve

"Steve is one of the most dedicated people I have ever worked with. He works hard, and he knows his discipline extremely well. He tries very hard to keep up to date with the latest technologies and processes, has a great artistic eye, and is excellent at solving problems and creating new art pipelines. I would jump at the chance to work with Steve again." — **Ariel Jaffee**, worked directly with Steve

"Working with Steve on Infinite Crisis, I've been amazed to see just how much one person can do. He pretty much made our prototype map by himself! He had a huge task in leading the art team in creating fun, dynamic maps that are great to look at and represent more than just background. If it weren't for Steve, the characters would have never gotten dynamic cloth and hair elements. He lead the cloth effort and perfected all the workflow techniques and tricks to get cloth looking great - and I can't overstate how hard a task that was. Steve is a wonderful artist with stellar hard surface modeling skills and a passion to learn new tools. I hope our paths cross again in game development." — **Leonardo Covarrubias**, worked indirectly for Steve

"I have had the pleasure of working with Steve for years and his leadership for the Art efforts on numerous projects has been invaluable to me and to the work. Steve is an excellent craftsman, with a tremendous grasp of toolsets, approach and techniques to help an Art team accomplish its aesthetic goals within the technical and logistical constraints with which any project is inevitably faced. Steve's artistic sense, mixed with his unrelenting determination and skill in crafting solutions to complex challenges makes him an ideal Art leader. It has been a professional and personal pleasure working with Steve and I would jump at the chance to work with him again in the future." Page4 — **Jeffrey Steefel**, managed Steve indirectly

Tilted Mill Entertainment, Inc—*Framingham, Massachusetts*

"Steve is one of the most capable people I've ever had the opportunity to work with; he's a talented artist, a natural leader and an excellent art lead. He's observant, smart and articulate. He's good at identifying the strengths and weaknesses of artists at all levels and he makes correspondingly good decisions when it comes to delegation and mentoring; allowing talented mid level and senior artists enough freedom to work efficiently while working closely with junior artists to help them adjust their techniques in leveraging new engine features that allow for faster production speeds and / or improved aesthetics. Steve also has excellent production instincts; he's efficient and hard working, he's good at finding simple, elegant solutions that most overlook, at anticipating the relative gameplay and aesthetic utility of different asset types, at communicating complex ideas across disciplines so that everybody stays on the same page and at being both candid AND diplomatic. Steve will be a great asset to any development team and I strongly recommend him."" — **Greg Sheppard**, Producer, managed Steve indirectly

"Steve is, quite literally, one of the most creative and competent people I have ever worked with. He wears many hats: - His artwork is fantastic. - He has a keen sense of the technical constraints proprietary game engines and is able to problem-solve his way though those constraints with great results. - He is tremendously organized and has a constant finger on the pulse of the art pipeline. - He is a consummate student and teacher, taking the time to learn new tech as it becomes available and then in turn teaching co-workers to use it. - He's fun to work with and easy-going despite the pressures of workload etc." — **Matt Zimmitti**, Game Designer, worked indirectly for Steve

"If you know Steve, you'll know he's phenomenal. I've worked with Steve for about 8 years or more, and he's done nothing but great work since I've known him. At Stainless, he lead a huge team of artists, leading us to one of the best looking RTS games to hit the market. At Titled Mill, he was again in a management role over a large number of artists who did a spectacular job on Sim City Societies. Best of all, Steve is a

blast to work with. He's cheerful and fun, yet doesn't settle for substandard work. Quality is reflected in the work done by himself and his team, and his easy going personality is a big factor in his teams running smoothly. I would give Steve an extremely strong recommendation for anyone looking to pickup a gifted artist with superb management and project organization skills." — **Dan Higgins**, Senior Programmer, worked with Steve

Backbone Entertainment—*Framingham, Massachusetts*

"Steve and I worked together when I was just starting my career, and he really showed me what it means to be a passionate, inventive, and responsible game developer. His dedication provided a solid foundation for our entire team, and he was always eager to engage with problems and suggest alternate approaches. I don't think anyone could ask for a more capable art director, let alone a more genuine and upbeat guy." — **Nicholas Baker**, Lead Programmer, worked directly with Steve

Stainless Steel Studios, Inc—*Cambridge, Massachusetts*

"It was always a pleasure working with Steve. He always worked 100% on all his projects and was a great person to share ideas with. Anyone that gets a chance to have Steve on their team is very lucky." — **David Battilana**, Digital Artist, Stainless Steel Studios, reported to Steve

"Steve has the rare capacity to contribute to all facets of production. I've known him to create assets of his own and write an evaluation document for an entire art-team all while learning new tech in the same day. A closet workaholic, Steve seems to possess the magical ability to function in ANY production environment without communicating or demonstrating the effects of stress. Fun loving and good natured yet quite capable of putting the hammer down when necessary." — **Joshua Buck**, Artist/Animator, worked directly with Steve

"Steve is one of the most dedicated artists and content creators I have ever had the pleasure of working with. Together we worked closely to define the visual look of the games we created, and his passion, dedication, and talents are second to none." — **Greg Seegert**, Lead 3D Graphics Programmer, worked directly with Steve