

IAN RICH

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EXPERIENCE

BIG FISH GAMES *5 years*

Tech Art Manager *October 2024 - Current*

- Led a brand creative team in producing marketing assets for 7 mobile game titles, with over 117 million combined installs (e.g. EverMerge, Gummy Drop!, Cooking Craze).
- Partnered with User Acquisition (UA) and Creative Strategy teams to develop data-driven and creative ad concepts.
- Developed and documented standardized art production processes through collaborative input from artists, production, and stakeholders.

Lead Technical Artist *January 2023 - October 2024*

- Provided leadership and mentorship to art team, reducing management overhead by handling direct reporting and 1:1 meetings, and fostered cross-team collaboration.
- Served as ASO Lead, overseeing all creative production for App Store Optimization (ASO) and collaborating with the Senior Manager of ASO Marketing.
- Launched a cross-team collaborative initiative, enhancing knowledge sharing, technical skills, and remote team morale.

Senior Technical Artist *August 2021 - January 2023*

- Streamlined asset repositories through analysis and organization, and generated comprehensive visual catalogs of game art.
- Managed and optimized internal asset storage, including 3D assets, ensuring efficient production and vendor utilization.
- Implemented best practices for future projects, such as website development, improving onboarding and workflow.

Technical Artist *March 2020 - August 2021*

- Created playable ads utilizing Adobe Animate and JavaScript programming
- Developed and optimized Unity-driven game capture, enabling rapid, independent asset creation and reducing reliance on external vendors and game teams.
- Created static and video ads and social media assets using Photoshop, After Effects, and Premiere

ACADEMY OF INTERACTIVE ENTERTAINMENT *5 years 6 months*

Communications Coordinator *January 2019 - March 2020*

- Executed outreach, marketing, and educational campaigns towards increasing college enrollment
- Provided personalized career advising to artists, programmers, and designers, guiding them towards achieving their professional goals.
- Improved admissions workflow and pipeline efficiency through strategic CRM data management

Programming & Computer Graphics Instructor - Skills Center *June 2016 - January 2019*

- Designed and delivered a comprehensive game production and animation curriculum, empowering high school students to create and launch personal portfolio websites showcasing their work.

Game Art Teaching Assistant - College *October 2015 - June 2016*

- Delivered engaging lessons, provided technical support, and conducted art critiques to enhance student learning.
- Instructed students on pipeline development, rigging techniques, and Unity Engine utilization.

Game Programming Teaching Assistant - College *April 2015 - June 2015*

- Provided hands-on programming instruction and technical support to college students, including lectures on version control

Programming Instructor - Skills Center *October 2014 - April 2015*

- Delivered programming instruction to high school students in the Animation & Game Programming course

EDUCATION

ACADEMY OF INTERACTIVE ENTERTAINMENT

2013 - 2015

**Advanced Diploma of Professional Game Development:
Specializing in Game Programming, Computer Programming**

Award: Salutatorian

UNIVERSITY OF NORTHERN IOWA

2004 - 2009

B.A., Studio Art, Emphasis: Graphic Design
UNI Printmaking Society, UNI Honors Society

Award: UNI Provost Scholarship

PROJECTS

CODENAME: KANSAS, WITCH HUNTER!

Technical Lead

Live theater sci-fi production with digitally projected sets and special effects.

- Hardware + software spec. for a Unity-based live projection application
- Version control and content pipeline setup and management
- Management of programmers
- Live performance build-out and operations support

VEXTAR

Technical Artist & Audio Designer

Fast-paced, multi-player action game made in Unreal Engine 4

- Visual Effects
- Sound Design/Audio Implementation