

19 April 2013

I have been working in the design industry for over twenty years. I am passionate about the creation of art. I am also passionate about communicating ideas and telling stories. But now, twenty years after starting that journey, I am ready for a change in the story I am telling and how it is being told. I have a life-long love of games of all types and have watched video games mature from simple white phosphors to fully immersive worlds. I have always admired the artistry present in the medium of games, but my move to the Seattle area ignited my desire to change the course of my career to create art for games.

To that end, I started researching game companies in the area and found that ArenaNet stood apart for the intersection of art and technology that permeates its games and culture. The passion expressed by employees on behalf of ArenaNet is palpable, and the investment ArenaNet makes in the professional development of its employees is unparalleled. This environment demonstrated to me that starting over in a new career would be well worth it, especially if I were able to work with a team like this.

While I am able to rely on much of my training in design, composition, sculpture, color theory, and illustration to help me start this transition, I know that the field of character art is one of the most challenging to enter. This led me take classes with FuturePoly and Phoenix Atelier as well as consuming everything I can to help me progress at sites like Polycount and Digital Tutors. I've committed myself to the study of this career for the past nine months, and have come a long way from that first tentative step into ZBrush.

Through my career I have constantly evolved my skill set to overcome obstacles or keep pace with technology. Starting over with new terminology, new methods, new requirements and a new end product is nothing new to me. I work incredibly hard to learn quickly and efficiently. I hold myself and my work to the highest standards and know the amount of work I face to transition to creating art for games.

I could have gone back to school and wasted several years trying to prepare myself for this field, but knew the truth behind the statement in the internship posting, "It's our experience that artists learn more in the first few months of a game industry job than in their entire time at art school." I have taught design and have art directed young designers and the one constant is that college is nothing like the real world. This is why I am applying for a second time to the internship program, the first being last November. I know my sculpt and technical execution have vastly improved over my first test and I welcome the challenge ArenaNet offers to work at the level of some of the best in the industry. My career has been filled with finding ways to get the job done and I have vast experience with the pressure of delivering art on time and on budget. This is why I know that even though my experience with game assets may be limited compared to someone coming out of school, I still bring a lot to the table.

I am including a link to my portfolio as well as a link to my art test below. I realize that my portfolio is limited in terms of digital sculpture, but feel that the work you see is indicative of the amount of information I have absorbed in a relatively short time. I look forward to the opportunity to speak with you further about my experience and art test.

Sincerely,



Patrick Ryan

pchris16@gmail.com

[www.linkedin.com/in/patrickryan](http://www.linkedin.com/in/patrickryan)

Portfolio:

<http://patrickryan.prosite.com>

Art Test:

[http://www.killer-squid.com/download/PatrickRyan\\_NornArtTest.zip](http://www.killer-squid.com/download/PatrickRyan_NornArtTest.zip)

**Tateuchi Center | Bellevue, WA**

Creative Director, May 2009 – June 2012

- + Created and managed the center's brand through identity package, printed promotional materials, web presence, video production, and interactive content.
- + Directed schedules and workflow for all printed projects including managing vendor relations from concept to delivery.
- + Created custom Content Management System (CMS) with PHP/MySQL for center web site to allow content manager to change and add content at will, streamlining and automating the process of updating site.
- + Created video presentations for use in fundraising events, large presentations, and donor meetings. Included shooting HD footage, editing, and mixing the final presentations.
- + Created 3D models of interior spaces and exterior building using Autodesk Maya and Google SketchUp for use in video presentations and multimedia.
- + Art directed external designers and photographers for overflow work to meet production schedules.
- + Photography work included shooting visiting artists, creating photo composites of the proposed building, and creating imagery for use in promotional materials.
- + Contributed to building design through art directing the wayfinding signage package, consulting on design of digital signage system used on 25 internal video screens, consulting on choice of ticketing software and hardware with emphasis on emerging technology like electronic ticketing and distributed point of sale, designing a new video editing suite and recording studio, and consulting on how front-of-house needs, development needs, and patron needs can integrate with capturing marketing data to better understand how to communicate with our audience.
- + Facilitated creation of a preview center for use in fundraising and information dissemination by working with construction contractors, A/V consultants, and signage vendors to create a usable space with technology such as storefront-integrated touch panels, digital presentation technology, and digital signage. Developed interior design of space including full-wall graphics and custom woodworking for installation of sample materials.

**DeBartolo Performing Arts Center | University of Notre Dame | Notre Dame, IN**

Creative Director, July 2004 – May 2009

- + Created and managed the center's brand in conjunction with University identity system through identity package, printed promotional materials, web presence, video production, television advertising, and radio advertising.
- + Responsible for the direction of advertising for individual visiting artists and the center as a whole.
- + Created custom Content Management System (CMS) with PHP/MySQL for center web site to allow content manager to change and add content at will, streamlining and automating the process of updating site.
- + Created digital tracking system to record web traffic through the University's fledgling portal system to determine how to fold the technology into the marketing plan and supply traffic information to the IT department.
- + Designed web site and optimized information architecture so the site consistently appeared in Google searches for our visiting artist's names within the first fifty results, predominantly within the first fifteen.
- + Inspired a culture of dynamic web programming on campus where most web sites including the main University site were static HTML sites.
- + Supervised a full-time designer which included scheduling time, reviewing work to ensure alignment with brand, and teaching new techniques or methods such as photography, print production, and video production.
- + Art directed interns, freelance designers, and freelance photographers for overflow work.
- + Assumed the responsibilities for Marketing Director and Marketing Assistant for eight months after both positions vacated. Increased attendance by 20% in that period.
- + Supervised all projects from conception to completion, including managing vendor relationships, working with vendors to secure in-kind gifts to alleviate marketing budget pressure, and helping to decide how to allocate marketing dollars to promote over 25 visiting artists a season.
- + Photographed over 100 visiting artists on our stage during performance. These photos were used for promotion of the center as well as released to the artists for their use. Many artists used them as official promotional shots.

**Spark Engine** | an UMLEX Company | Kalamazoo, MI

Senior Designer, January 2004 – July 2004

- + Utilized expertise in design, dynamic web sites, and production to create solutions for client promotions in the leisure/recreation industry.
- + Art directed and mentored Junior Designer position for print and web projects.
- + Utilized photography expertise to increase corporate profits by shooting imagery required for projects rather than spending photography budget on freelancers.
- + Managed print production on my projects while building relationships with vendors.
- + Responsible for conceptual planning and copy writing for ad campaigns pitched to clients.

**Web Group** | University of Notre Dame | Notre Dame, IN

Web Design Director, July 2003 – January 2004

- + Responsible for design of departmental web sites as a new arm of the Media Group, the University's internal agency.
- + Built sites and templates using HTML/CSS to allow departments to update content using Macromedia Contribute.
- + Aligned department's web sites with the University's brand guidelines and improved site usability.
- + Advised the Office of Information Technology in selecting external vendors for large web project contracts.

**Media Group** | University of Notre Dame | Notre Dame, IN

Graphic Designer, January 1996 – July 2003

- + Responsible for all aspects of design projects from concept to completion including client management, communication, and presentations.
- + Managed production schedules for 125+ projects a year ranging from identity design to brochure design to course catalogue design.
- + Managed vendor relationships including project bidding, press checks, and optimization of print budgets.
- + Teamed with an in-house editor for each project to ensure content accuracy and a common voice for the University's brand.
- + Member of the design team that audited the University's brand, redesigned the University mark, and launched new guidelines for the identity system. Coupled with this was a redesign of the University's stationery system and print guidelines. Served on the committee to address concerns of the University's community members about how the brand impacted individual departments and their autonomy in their teaching and research.
- + Designed web sites in conjunction with print campaigns before the Web Group was launched for this work.
- + Art directed interns, freelance designers, freelance artists, and freelance photographers. Since this was a university setting, the Media Group employed two to four interns a year so the designers could mentor them and teach them how a real-world agency works. This included assigning and critiquing work and guiding them through the production process.
- + Utilized traditional photographic expertise to expand the slide library of the Media Group by 100%.
- + Served as in-house IT technician through a distributed support system. Included managing the local network and planning for all upgrades and replacement technology. Managed a yearly budget for new equipment and recommended capital expenditures for new technology that would improve the department's workflow.

**Creative Group** | Kalamazoo, MI

Graphic Designer, February 1992 – December 1995

- + Created print design solutions for small business clients ranging from identity design to promotional materials.
- + Managed schedules for production, staying within allotted design hours to keep every project profitable.
- + Worked directly with service bureaus to produce film separations and ensure accuracy before turning them over to print vendors for production.
- + Managed relationships with print vendors to ensure accurate reproduction, timely delivery, and competitive pricing.
- + Responsible for all IT concerns for the company including monitoring new technology to recommend allocation of the company's limited IT budget for more efficient workflow.
- + Other responsibilities included proofreading, copy editing, and typesetting, often in languages other than English.

## PROFESSIONAL EXPERIENCE

**Western Michigan University** | Kalamazoo, MI

Graphic Design Intern, January 1994 – August 1995

- + Position was part of the BFA program and allowed students to work with non-profit clients on real-world projects that ranged from identity design to magazine and book cover design.
- + Executed multiple projects simultaneously, both individually and as part of a group, to simulate agency work.
- + Managed client communication to determine best solution for the client's need.
- + Guided design from concept to completion with input from the program administrator.

## TEACHING EXPERIENCE

**Ivy Tech Community College** | South Bend, IN

Instructor, January 2002 – May 2002

- + Taught Design I and Design II classes for the Graphic Design program including instruction in the fundamentals of design, advanced design concepts, and marketing techniques.
- + Required thorough knowledge of design history, practices, processes, and production techniques.
- + Created a studio environment by overlapping project schedules, setting client expectations, and holding group critiques so students would learn how to give and receive constructive criticism.
- + Inspired students to reach beyond their expectations and produce work lauded as the best of the department.

## TEACHING EXPERIENCE

**Kalamazoo Valley Community College** | Kalamazoo, MI

Instructor, September 1995 – December 1995

- + Taught Computer Illustration for the Desktop Publishing program which focused on Adobe Illustrator.
- + Designed coursework for this class using real-world projects so that students experienced working within the constraints of production while also producing finished portfolio pieces.
- + Created a studio environment by overlapping project schedules, setting client expectations, and holding group critiques so students would learn how to give and receive constructive criticism.
- + Inspired students to reach beyond their comfort zone and create work that truly challenged them.

## TECHNICAL EXPERIENCE

- + 20 years of producing print design, identity design, environmental design, interactive design, and web design, with additional experience in textile printing, embroidery, and more.
- + Expertise in the standard Adobe Creative Suite applications: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Dreamweaver, and Adobe Flash.
- + Expertise in traditional film photography, digital photography, location photography, studio lighting, tabletop photography, alternative processes, and a range of formats from 35mm up through large format.
- + Experience with Pixologic ZBrush, Autodesk 3ds Max, Autodesk Maya, Topogun, XNormal, and Marmoset Toolbag for 3D character art.
- + In-depth experience with Final Cut Studio applications: Final Cut Pro, Motion, Soundtrack Pro, and DVD Studio Pro.
- + Expertise with PHP/MySQL, HTML, CSS and experience with Javascript.
- + Experience handling IT issues across a department including computer repair and managing an IT budget.

## FORMAL EDUCATION

**Phoenix Atelier**

January 2013 – March 2013

Character Pipeline for Games

**FuturePoly**

July 2012 – October 2012

ZBrush for Games

**Western Michigan University**

September 1992 – May 1996

Bachelor of Fine Arts in Graphic Design

**Kalamazoo Valley Community College**

September 1989 – May 1992

Associate Degree in Technical Communication