

Christopher Blake Williams

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Summary

Creative Director with 20 years of experience in online, mobile and console gaming across multiple platforms with a focus on a variety of brands including original, AAA licensed and educational IPs. Ability to create and direct all aspects of 2D and 3D art development including actual creation of 2D/3D assets, style guides and pipeline architecture. Creative thinker with strong game design skills, including mobile, multiplayer, online, and social. Extensive management experience leading large internal teams and external studios to create cohesive high quality products on time and within budget.

Skills

- Ability to generate creative ideas and solutions that enhance the appeal of the project.
- Possess a strong sense of visual style across all art disciplines including UI, modeling, animation, level design, world building and texturing.
- Extensive knowledge of Maya, 3D Studio Max, Adobe Creative Suite (Photoshop/Illustrator/After Effects), Unity 3D, MS Word, Excel, PowerPoint.
- Familiarity with Adobe Flash, Dreamweaver, Director, SourceSafe, SVN, bug base and project management software (MS Project, 5pm, JIRA, Huddle).
- Technical knowledge of art creation tools and game engines (Unity3D, Flash, Unreal, in-house proprietary) to create asset pipelines and problem solve.
- Guide and mentor teams including training, performance reviews and following through with HR issues.
- Estimate and schedule resources, pre-production and production plans for new products.
- Experience working with licensed properties to ensure products conform to brand guidelines.
- Design, create and direct product demos, TV and print ads, marketing artwork, and promotional movies.
- Knowledge of online/mobile/social behaviors and business models including subscription and free-to-play.
- Strong background and experience in the kid's online space.

Professional Experience

JumpStart Games / Knowledge Adventure, Torrance, California

2004-Present

Creative Director (2008-Present)

Drive all creative vision within the company including the award-winning JumpStart and MathBlaster kid's brands and help create an online presence with 3D virtual worlds and social games including the AAA cross-platform DreamWorks School of Dragons MMO.

- Guide the complete creative vision for every product including creating and executing designs for all brand verticals.
- Manage 30+ permanent art staff in both the US and India.
- Effectively communicate with external outsource studios for additional art assets through the creation of style guides and delivery pipelines.
- Increased internal leadership within the Art Team to help guide and maintain the increased number of vertical projects.
- Expanded the Indian Art Team and increased education and overall art proficiency.
- Design and direct Sales/Marketing materials including packaging, ads and other promotional materials.
- Drive the design, execution and editing of national TV commercials.
- Member of the company's executive team involved in creating business strategies, implementing approved decisions and providing global leadership.
- Released online virtual worlds include: DreamWorks: *SchoolofDragons.com*, DreamWorks: *WorldofMadagascar.com*, *Jumpstart.com*, *MathBlaster.com*, *SuperSecret.com* and *EatMyDust.com*, *Spa Adventure (Facebook)*.
- Released mobile titles include: DreamWorks *School of Dragons*, *SoD Alchemy Adventure*, Neopets *Ghoul Catchers*, *DreamWorks Madagascar: Math Ops*, *JS Pet Rescue*, *Madagascar Surf n' Slide*, *Madagascar: My ABC's*, *Beaver's Revenge*, *Ice Cube Caveman*, *Math Blaster Hyperblast*, *JumpStart Preschool Magic of Learning (iPhone/iPad/Android)*.

- Released console titles include: *JumpStart Pet Rescue (Wii)*, *JS Escape from Adventure Island (Wii)*, *JS Get Moving Family Fitness (Wii)*, *JS Crazy Karts (Wii)*, *JS Deep Sea Rescue (DS)*, *JS Legend of Lost Island (DS)*.

Senior Art Director (2007-2008)

Guided the organization's creative vision and helped successfully transition the company from a predominantly retail business to digital/online/social.

- Created and guided game design for all new products.
- Lead a team of 12 in-house artists and various external studios to create high quality art.
- Evaluated multiple game engines then spearheaded the initiative to use the Unity3D engine for all products which allowed for cross-platform development (online/console/mobile).
- Released the company's first online browser-based 3D world: *JumpStart.com*
- Released the JumpStart World online (client-based) series including: *JS World Preschool*, *JS World Kindergarten*, *JS 1st Grade* and *JS World 2nd Grade*.

Art Director (2004-2007)

Managed team of artists and helped design Knowledge Adventure's first real-time 3D educational world.

- Created and mentored a newly formed Art Dream Team to increase efficiency and quality of asset production across a variety of platforms.
- Pioneered the art pipeline between our proprietary engine and the Nintendo DS.
- Released products include: *MathBlaster: Mastering the Basics (PC/Mac)*, *MathBlaster: the Prime Directive (DS)*, *JumpStart Reading with Karaoke (PC)* and *Books by You! (PC)*.

Vivendi Universal Games, Los Angeles, California

1999-2004

Art Director, 3D Development

Worked closely with lead artists, producers, programmers and licensors to ensure that published products conform to style guides and all assets are delivered at high quality and error-free.

- Created and managed licensed art for multiple Mattel Girls titles including: *Barbie Fashion Show*, *Barbie of Swan Lake*, *What's Her Face* and *Barbie Beauty Boutique*.
- Other released titles include: *Jurassic Park Dinosaur Battles* (aka. Scan Command Jurassic Park) toy + PC game, *Dr. Brain: Action/Reaction (PC)* and *American Idol (PC + online)*.
- In-house 3D consultant for licensed IP titles including: *Butt Ugly Martians (PS2)*, *Barbie Horse Adventures (PS2)* and *Fisher Price: Imagine X Pirates (PC)*, *& Castles (PC)*, *Curious George (PC)*.
- Created project art schedules, guided artist training and completed individual evaluations.

Knowledge Adventure, Glendale, California

1995-1998

Art Director (1998)

Directed in-house art team to produce PC/console game products.

- Released projects include: *Bear in the Big Blue House (PC)*, *Lionel Trains: Trans-con (PC)* and *Sabrina the Teenage Witch: A Twitch in Time (PSX)*.

Lead 3D Artist / Animator (1997-1998)

Lead a project specific team of artists to create game assets for retail game products.

- Worked closely with the producer and programmers to create a cohesive gaming experience.
- Utilized the Unreal engine in partnership with Intel to create a high quality 3D real-time game (*Dr. Brain: Action Reaction*).
- Released *Dr. Brain: Puzzleopolis (PC/Mac)*.

3D Artist / Animator (1995-1997)

Created concept art, 2D backgrounds and animation as well as 3D modeling and animation for retail game products.

- Created art for JumpStart PC titles including: *JumpStart 2nd Grade*, *3rd Grade*, *4th Grade* and *5th Grade*.

Education:

University of California Riverside

- Master of Arts - Physiological Biology
- Bachelor of Science - Biology

Additional:

- SIGGRAPH 2015 Unified Jury / Studio sub-committee
- SIGGRAPH 2014 Real-Time Live Chair 1st half- Vancouver
- SIGGRAPH 2013 Games Chair – Anaheim, CA
- SIGGRAPH 2012 Juror for Unified Jury, CAF and Real-Time Live
- SIGGRAPH 2011 Studio Chair – Vancouver
- Head of the KA employee satisfaction and morale program (Funco)
- Illustrations published in medical text books
- Continually in gallery exhibitions

Interests:

Travel, 3D printing, Comic-Con, video games, Steampunk and Circus Peanuts

Addendum:

Links:

Portfolio: <http://www.fantoms.com/portfolio>

LinkedIn: <http://www.linkedin.com/pub/chris-williams/6/239/252>

Current on-line projects

- www.School of Dragons.com
- www.World of Madagascar.com
- www.Neopets.com
- www.JumpStart.com
- www.MathBlaster.com
- www.SuperSecret.com
- www.EatMyDust.com

TV commercials and movies on You-tube

- DreamWorks School of Dragons – Call of the DeathSong (release Sept 2015)
- DreamWorks School of Dragons – IceStorm Island (release April 2015)
- DreamWorks School of Dragons Commercial
- DreamWorks School of Dragons Comic-Con teaser
- JumpStart DreamWorks Holiday Commercial
- JumpStart DreamWorks DVD
- [JumpStart Dragon Commercial](#)
- [JumpStart Pegasus Commercial](#)
- [MathBlaster Commercial](#)
- [JumpStart Windy Hollows Commercial](#)
- [Welcome to JumpStart World!](#)
- [JumpStart World Preschool Song](#)
- [JumpStart World Kindergarten Camp Fire Song](#)

Game Titles:

- See Table below

List of Game Titles

2010- Present	1995-2009
<p>JumpStart Mythies (iOS/ Online 3D Virtual World) (Sept 2015) DreamWorks School of Dragons - expansion – Call of the Death Song (iOS/Android/FB) Neopets Ghoul Catchers (iOS/Android/FB) (2015) DreamWorks World of Madagascar Mobile 3D World (iOS/FB) (2015) DreamWorks World of Madagascar (Online 3D Virtual World) (2014) DreamWorks Penguins of Madagascar Dibble Dash (iOS/Android/FB) (2014) NFL Heroes & Rivals (iOS / Android) (2014) NFL Game Day Heroes (iOS / Android) (2014) School of Dragons – Alchemy Adventure (iOS/Android/FB) (2014) DreamWorks School of Dragons Mobile 3D World (iOS/Android/FB) (2014) DreamWorks School of Dragons (Online 3D Virtual World) (2013) Madagascar Math Ops (iOS / Android) (2013) Madagascar: My ABC's (iOS / Android) (2013) JumpStart Pet Rescue (iOS / Android) (2013) Madagascar Preschool Surf n' Slide (iOS / Android) (2012) Monster Mutt Rescue (iOS) (2012) MathBlaster HyperBlast 2 HD (iOS / Android) (2012) EatMyDust.com (Beta 1) (Online 3D Virtual World) (2012) Eliminate8 (iOS) (2011) Beaver's Revenge (iOS / Android) (2011) SuperSecret.com (Online 3D Virtual World) (2011) Ice Cube Caveman (iOS / Android) (2011) JumpStart Jetpack (iOS) (2011) JumpStart Advanced Preschool StoryLand (Mac) (2011) JumpStart Roller Squash (iOS) (2011) JumpStart Art Studio (iOS) (2011) MathBlaster B-Force Blaster (iOS / Android) (2011) JumpStart My ABC Book (iOS) (2011) MathBlaster Space Zapper (iOS / Android) (2011) MathBlaster HyperBlast (iOS / Android) (2011) MathBlaster.com (Online 3D Virtual World) (2011) JumpStart Crazy Karts (Wii) (2010) JumpStart PunkPunk Blitz (iOS / Android) (2010) JumpStart Deep Sea Rescue (NDS) (2010) JumpStart Legend of Lost Island (NDS) (2010) JumpStart Preschool – Magic of Learning (iOS / Android) (2010) JumpStart Get Moving – Family Fitness (Wii) (2010) Spa Adventure (Facebook Game) (2010)</p>	<p>JumpStart Escape from Adventure Island (Wii) (2009) JumpStart Pet Rescue (Wii) (2009) JumpStart.com (Online 3D Virtual World) (2009) Math Blaster - The Prime Directive (NDS) (2009) JumpStart Virtual World – My First Adventure (PC) (2008) JumpStart Virtual World – The Quest for the Color Meister (PC) (2008) JumpStart Virtual World – Trouble in Town (PC) (2008) JumpStart Virtual World – The Legend of Grizzly McGuffin (PC) (2008) Books by You (PC) (2006) JumpStart Reading with Karaoke (PC) (2006) Math Blaster – Master the Basics (PC) (2005) Barbie Fashion Show (PC) (2004) Barbie Horse Adventures: Mystery Ride (PC, GBA) (2003) Barbie Swan Lake (PC) (2003) Fisher Price Imagine X – Castles (PC) (2003) Fisher Price Imagine X – Pirates (PC) (2003) Barbie Beauty Boutique (PC) (2003) American Idol (PC) (2002) Barbie Treasures in Time (Unreleased) (PS2 & GC) (2002) Curious George – Downtown Adventure (PC) (2002) Curious George – Reading and Phonics (PC) (2002) What's Her Face (PC) (2002) Butt Ugly Martians (PS2, GC & PC) (2002) Jurassic Park Dinosaur Battles (Scan Command toy) (PC) (2001) Sabrina the Teenage Witch: A Twitch in Time (PSX) (2001) Dear America (PC) (2000) Bear in the Big Blue House: Imagine That (PC) (2000) Dr. Brain Action / Reaction (PC) (1999) Bear in the Big Blue House: Sense of Adventure (PC) (1998) Lionel Trains: Trans-Con! (PC) (1999) Dr. Brain Puzzleopolis (PC) (1998) JumpStart 5th Grade (PC) (1997) JumpStart 4th Grade (PC) (1997) JumpStart 3rd Grade (PC) (1996) JumpStart 2nd Grade (PC) (1995)</p>