

# JON O'NEAL

Art Director



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 Cedar Park, Tx.

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## ABOUT ME

With 18+ years in the gaming industry, I've contributed to a wide range of titles across handheld, next-gen consoles, PC, and mobile. My expertise includes high- and low-poly modeling, hand-painted and PBR texturing, UV mapping, optimization, and lighting. I enjoy collaborating with technical artists and engineers to develop pipelines, art tools, optimizing workflows and boosting production efficiency.

My credits include major franchises like *Call of Duty*, *Star Wars*, *Tron*, and *Marvel*, as well as MMOs such as *Wizard101*, *Pirate101*, and *Crowfall*. I've also worked on collectible card games for PC and mobile.

I thrive in leadership roles, mentoring artists and providing constructive feedback to elevate the quality of art, and align project goals with creative vision. My passion for creating new and compelling experiences remains as strong as ever, and I'm always eager to take on fresh challenges in this ever-evolving industry.

## SHIPPED TITLES

2024 - Nickelodeon Card Clash (Mobile)  
2021 - Crowfall (PC)  
2012 - Pirate 101 (PC)  
2011 - COD: Modern Warfare 3 (NDS)  
2010 - Tron: Battle Grids (WII)  
2010 - Tron: Evolution (NDS)  
2009 - Marvel: Ultimate Alliance 2 (WII)  
2009 - COD: Modern Warfare (NDS)  
2008 - Star Wars Battlefront (NDS)  
2008 - Star Wars The Force Unleashed (NDS)

## SOFTWARE

- Maya
- 3D Max
- Blender
- Zbrush
- Substance Painter
- Substance Designer
- Marmoset Toolbag
- Adobe Photoshop
- Adobe After Effects
- Unity
- UE5
- Houdini
- Jira
- Git

## JOB EXPERIENCE

### Art Director

*Monumental / 2022 - 2025*

- **Crowfall Acquisition & Live Service Support (2022)**
  - Crowfall acquired by Monumental along with the team
  - Created new game assets post-launch, including:
    - Four major new world tiles
    - A complete seasonal overhaul
  - Continued working on Crowfall until shutdown
- **Promotion to Art Director – Next-Gen MMO**
  - Led art style development for a cutting-edge MMO, evaluated Unity (HDRP) and later moved to UE5
  - Developed a non-destructible procedural environment using Houdini for world tile streaming
  - Reduced open-world environment production time by 60%
- **Unannounced IP CCG Project**
  - Led a new team, defining the game's art style and pipelines
  - Provided art direction, feedback, and developed style guides
  - Created assets including:
    - 3D models for paintovers
    - 2D elements such as card frames, game boards, home screens, and main UI
- **Leadership & Collaboration**
  - Planned schedules and tasks with management and artists to balance workload and project goals
  - Managed outsourcing partners, ensuring deadlines were met while maintaining quality and consistency
  - Acted as a key liaison between the Art team and other departments for seamless collaboration

### Environment Lead

*ArtCraft Entertainment / 2014 - 2022*

- **Crowfall Development & Environmental Foundation**
  - Recruited by ArtCraft to help lead Crowfall's development
  - Established the game's environmental foundation, including tile streaming and diorama technology
  - Ensured artistic balance and consistency across all environments in collaboration with the Art Director and Environment team
- **Environment Art & Asset Creation**
  - Created world art assets, including:
    - Trees, grass, rocks, and ground textures
    - Seasonal variations and hero assets (e.g., character creation crypt)
  - Worked closely with the concept team and Art Director to maintain artistic vision
- **Tile & Diorama System Development**
  - Developed the tile system used across all game worlds
  - Collaborated with design and engineering to create the real-time diorama asset spawning system
- **Outsourcing & Team Collaboration**
  - Managed outsourcing partners for environment assets, including modeling, texturing, and asset refinement

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## EXPERTISE

- High & low-poly modeling
- Retopology & mesh optimization
- UV unwrapping & efficiency optimization
- Asset creation for game production
- Texturing: Hand-painted, PBR, stylized, and realistic
- Pipeline development: Designing efficient workflows for the art team
- Trailer creation: Video editing & screenshot composition
- Mentoring & providing feedback to artists
- Establishing workflow guidelines & clear documentation
- Transitioning teams from development to live operations
- Writing job descriptions, interviewing, & hiring artists
- Managing outsourcing needs & coordination
- Task scheduling & leading team meetings

## EDUCATION

### FULL SAIL UNIVERSITY

Class of 2001 || BA of Computer Science

## HOBBIES

In my free time, I cherish spending quality moments with my family. Whether it's exploring new places, enjoying outdoor adventures, or simply unwinding together at home.

Gaming has always been a major passion of mine, and I make an effort to stay up to date with the latest releases and innovations. I enjoy everything from open-world and RPGs to fast-paced fighting games, 4X strategy, MMOs, survival crafting, and indie gems. Each genre offers a unique experience, and I love diving into new worlds, mechanics, and storytelling adventures.

Beyond gaming, I've also recently started painting miniature figures for D&D. It's a creative and meditative hobby that allows me to bring art to life in a whole new way. I love it.

## EXPERIENCE (CONTINUED)

### Environment Artist / Lead

*KingsIsle Entertainment / 2011 - 2014*

- **Wizard 101 & Pirate 101 Environment Art**
  - Joined the Wizard 101 team as an Environment Artist, working on expansions and prepaid reward card player houses
  - Designed, modeled, textured, and lit player houses
  - Contributed to three Wizard 101 expansions: Zafaria, Avalon, and Azteca, focusing on modeling and hand-painted texturing
  - Assisted with Pirate 101, developing new lighting techniques for the environment team
  - Created new levels and player houses for Pirate 101, handling modeling, texturing, and lighting
- **Superhero MMO Development & Leadership**
  - Assigned to an unannounced superhero MMO, helping establish its foundation and art style
  - Promoted to Environment Lead for the project
  - Collaborated with the Environment Art team to balance workload and align artistic direction with company goals

### Environment Artist / Lead

*N-Space / 2007 - 2011*

- **Entry into the Gaming Industry & Environment Art**
  - Started as an Environment Artist, working on major IPs including:
    - *Star Wars: The Force Unleashed*
    - *Battlefront 2*
  - Progressed to Environment Lead, contributing to:
    - *Tron*
    - *Aaron Stone*
    - *Call of Duty*
    - *Marvel Ultimate Alliance II* (Nintendo Wii)
- **Environment Art & Leadership**
  - Directed entire levels, handling modeling, hand-painted texturing, and scene lighting
  - Led an environment team across four titles, collaborating with artists and production to meet deadlines
  - Worked closely with art, design, and engineering to refine level design processes and improve efficiency
- **Project Impact & Efficiency**
  - Shipped six titles within three years

## REFERENCES

### Todd Coleman

Co-Founder & CEO / Portalis AI

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### Scott Kiraly

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