

ANTHONY AVVENTO

ART DIRECTOR | CREATIVE LEAD |
INTERACTIVE EXPERIENCE DESIGNER

Portfolio: anthonyavvento.com

ORLANDO, FL | 407.361.5426
ANTHONY.AVVENTO@GMAIL.COM

PROFESSIONAL SUMMARY

Strategic Art Director and Creative Lead with over 20 years of experience designing high-impact interactive experiences for world-renowned brands, including **Universal Studios, Disney, Activision, Riot Games, and Epic Games.**

A dedicated **vision-keeper** with a proven track record of bridging the gap between **high-concept development** and technical execution in **Unreal Engine 5**. Expert in leading multi-disciplinary teams to create immersive, guest-centric environments and character-driven narratives that **prioritize fun and audience enjoyment.**

CORE COMPETENCIES

- **Creative Vision:** High-Concept Development, Visual Storytelling, Style Guide Creation, Environmental Storytelling.
- **Leadership:** Cross-Functional Team Management, Mentorship, External Vendor Oversight, Team Morale & Culture.
- **Technical Adaptability:** Self-Directed R&D, Rapid Adoption of Emerging Tech, and Real-time Pipeline Innovation
- **Production:** Rapid Prototyping, Resource Procurement, Budget & Schedule Alignment, **Production Safety & EHS Awareness.**

TECHNICAL EXPERTISE & RAPID ADOPTION

- **Engines & Platforms:** **Unreal Engine 5 (Expert)**, Unity, VR (Meta Quest 2 & 3), AR, Mobile (iOS/Android).
- **Creative Suite:** Proficiency in 3D Studio Max, Maya, ZBrush, Photoshop, Illustrator, After Effects, and Gigapixel AI and more.
- **Technical Adaptability:** Expert at mastering new platforms and proprietary pipelines through self-directed learning; consistently stays ahead of emerging industry trends
- **Workflow:** Miro, Agile Methodology, AI-Driven Pipelines, Technical Art Pipelines, Rapid Prototyping.
- **Artistic Foundations:** Expert knowledge of **Color Theory, Art History, Perspective, and Theatrical Lighting techniques** applied across digital and physical environments.

EDUCATION

Associate of Science (AS) in Computer Animation
The Art Institute of Pittsburgh | 2001

PROFESSIONAL EXPERIENCE

Art Director / Creative Lead / Lead VFX Artist

Iron Galaxy Studios | 2020 – Present

- **Creative Leadership (Riot Games & Epic Games):** Serving as a creative lead collaborating with global partners to ensure brand integrity for massive global IPs.
- **IP Modernization (Tony Hawk's Pro Skater 3 + 4):** Directed the modernization of classic environment concepts, utilizing updated color design and environmental storytelling to maintain brand legacy.
- **Art Direction (Rumbleverse):** Provided creative and art direction for seasonal character development in a large-scale live-service title, defining unique personalities and visual identities.
- **Rapid Prototyping & R&D:** Spearheaded research initiatives using Generative AI and Gigapixel AI to automate asset creation, significantly accelerating design iterations during the high-concept development phase.
- **Global Collaboration:** Managed distributed internal and external teams across multiple time zones, utilizing Miro and visual pipelines to maintain cohesive creative direction.
- **Team Morale & Culture:** Focused on maintaining high team morale and a positive creative culture, ensuring the delivery of engaging, player-centric content.

Art Director / Independent Developer

Independent Creative Development | 2018 – Present

- **Fortnite Creative:** Designed, developed, and published custom Fortnite maps, leveraging UEFN (Unreal Editor for Fortnite) to create engaging, high-traffic interactive environments.
- **VR Research & Development:** Created and documented advanced VR interactions and immersive mechanics, producing video demonstrations of cutting-edge VR workflows and VFX.
- **Original IP Development (HairBand HairBand):** Fully designed original game IPs from concept to creation, including characters, environments, spatial interactions, and performance optimization for mobile and PC.
- **Pipeline Optimization:** Established efficient solo-developer pipelines for rapid prototyping, asset creation, and 3D/2D animation.

Art Lead

X Studios Inc. | 2018 – 2020

- **Themed Entertainment (Universal Studios):** Designed 2D art and digital interactive mechanics for the **Halloween Horror Nights 2019 event app, Stranger Things Run!**, enhancing the physical in-park guest experience.
- **Guest Experience (Royal Caribbean):** Designed and developed the **VR Sky Pad** experience, creating a cutting-edge, immersive guest attraction for a luxury cruise line.
- **Technical R&D:** Directed research and development to achieve complex technical needs for global partners, including **Red Bull and 343 Studios.**
- **Cross-Disciplinary Execution:** Responsible for visual effects in Unity, Unreal, and After Effects, ensuring seamless quality between digital software and physical hardware fabrications.

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PROFESSIONAL EXPERIENCE CONTINUED

Lead Digital Artist

The Topps Company, Inc. | 2017 – 2019

- **IP Management:** Managed UI/UX and creative assets for major entertainment brands including **Disney's Star Wars, WWE, and AMC's The Walking Dead.**
- **Product Maintenance:** Oversaw the visual lifecycle and updates for eight live products on the Apple and Google app stores.

Senior Artist / Effects Artist

Particle City | 2015 – 2017

- **Full-Lifecycle Development:** Character creation using hard/soft surface modeling and implemented all special effects sequences for entire project cycles.
- **Collaborative Design:** Partnered with design teams to architect units, characters, and vehicles for action-driven gaming experiences.

Art Director / Assistant Art Director / Lead Artist

n-Space | 2008 – 2015

- **Art Direction (Skylanders SWAP Force):** Served as Art Director for the global franchise's 3DS title, establishing the visual appearance and storyboarding while unifying the creative vision across all departments.
- **Assistant Art Direction & Generalist (Project Haggar):** Acted as a creative generalist and Assistant Art Director, successfully delivering a **vertical slice** and new artistic interpretation for a beloved IP (**Halo Mega Bloks**). Established the visual language for a block-based world, balancing brand aesthetics with a new, stylized art direction.
- **Technical Self-Direction (Kinect & Emerging Tech):** Established a career-long foundation for mastering emerging hardware through self-directed research, rapidly adopting and implementing gesture-based controls and proprietary software for **various Kinect titles.**
- **Cross-Departmental Execution (TRON & Marvel):** Developed and implemented high-quality assets across every major discipline, including characters, environments, animations, and UI/UX, for global brands like **TRON** and **Marvel.**
- **Vision Alignment & Quality Control (Sword Coast Legends):** Collaborated directly with studio leadership to ensure brand integrity and managed outside vendors to ensure all deliverables met the quality standards of the **Sword Coast Legends IP.**

Lead Animator / Illustrator

U.S. Army PEO STRI | 2001 – 2008

- **Simulation Design:** Created real-time 3D models and environments for **large-scale military simulation** and demonstration purposes.
- **Branding & Collateral:** Designed logos, posters, and trade show environments, managing on-site setup and breakdown for major industry presentations.