

ANTHONY AVVENTO

Game Director | Creative Director | Interactive Experience Leader

Orlando, FL | 407.361.5426 | anthony.avvento@gmail.com

Portfolio: anthonyavvento.com

PROFESSIONAL SUMMARY

Game Director focused on building **player-first experiences** that blend gameplay systems, tone, and emotion into cohesive, memorable worlds, where mechanics, atmosphere, and player curiosity work together to create something players want to keep exploring.

Creative leader with 20+ years of experience delivering interactive experiences across 30+ shipped titles spanning console, PC, mobile, VR/AR, and live-service platforms. Proven ability to define and execute holistic game vision, aligning gameplay systems, progression, pacing, and player experience with creative and technical goals.

Experienced in leading cross-disciplinary teams across Design, Art, Engineering, and Production to build cohesive, high-quality experiences rooted in strong gameplay foundations. Deep background working with major global IPs including Disney, Marvel, and Star Wars, with a focus on maintaining long-term brand health and player engagement.

Hands-on Unreal Engine expert who bridges concept and implementation, guiding teams from early ideation through production and live operations while keeping vision clear, execution grounded, and performance optimized.

EDUCATION & FOUNDATION

Associate of Science (AS) in Computer Animation

The Art Institute of Pittsburgh | 2001

CORE COMPETENCIES

GAME DIRECTION & VISION

- Gameplay systems design, progression loops, pacing, and balance
- Player experience design and engagement strategy
- Franchise direction and long-term product vision

LEADERSHIP & COLLABORATION

- Cross-disciplinary leadership (Design, Art, Engineering, Production)
- Mentorship and team development
- Stakeholder alignment and executive communication

DESIGN & PRODUCTION EXECUTION

- Translating vision into actionable design frameworks
- Supporting level design and gameplay implementation
- Jira workflows, documentation, and production pipelines

TECHNICAL & PRODUCTION TOOLKIT

- **Engines:** Unreal Engine (UE5/UE4/UEFN), Unity
- **Game Development:** Blueprint scripting, gameplay prototyping, real-time pipelines
- **Art & VFX:** Real-time effects, shaders, Substance Suite, Photoshop
- **Workflow & Production:** Perforce, Git, Jira, Miro, PowerPoint
- **3D & Content Creation:** Maya, 3ds Max, ZBrush
- **Focus Areas:** Performance optimization, rapid prototyping, cross-discipline implementation

PROFESSIONAL EXPERIENCE

Art Director / Creative / Lead VFX Artist

Iron Galaxy Studios | 2020 – Present

- **Directed gameplay vision and player experience** across multiple projects, ensuring alignment between creative intent and system-level execution.
- Collaborated with design leadership to shape **core gameplay systems, progression loops, and pacing**, maintaining balance between fun, challenge, and retention.
- Led **cross-disciplinary teams** across Design, Art, and Engineering to deliver cohesive gameplay experiences grounded in real-time engine constraints.
- Acted as a **vision-holder for live-service content**, guiding seasonal updates and maintaining consistency across evolving player experiences.
- Developed a pitch for a **first-person horror game**, leading visual effects, atmospheric design, and technical setup to establish tone, tension, and immersive player experience.
- Directed character development and gameplay readability for *Rumbleverse*, ensuring clarity, personality, and player engagement in a competitive multiplayer environment.
- Partnered with stakeholders including Riot Games and Epic Games to maintain IP integrity while adapting gameplay systems to fit brand expectations.
- Ensured design solutions were actionable by Engineering and Level Design teams, supporting implementation through clear documentation and visual direction.
- Drove R&D and prototyping efforts to explore new gameplay ideas, mechanics, and technical pipelines in Unreal Engine.

Art Lead / Interactive Experience Lead

X Studios Inc. | 2018 – 2020

- Served as the **sole designer** for *Stranger Things Run!*, owning gameplay systems, player flow, and overall player experience from concept through implementation.
- Led creative and gameplay direction for interactive experiences blending physical and digital environments.
- Contributed to the design and development of the *Halloween Horror Nights* mobile app, focusing on **interactive systems and player engagement**.
- Designed and implemented gameplay interactions, ensuring intuitive and engaging player experiences across themed entertainment platforms.
- Collaborated with cross-functional teams to translate high-level vision into functional gameplay systems and mechanics.

Game Director / Interactive Designer

Independent Creative Development | 2018 – Present

- Created *HairBand HairBand*, a whimsical original IP, **owning all aspects of development** including gameplay design, level structure, character art, sound design, and controls.
- Designed and iterated on **gameplay systems** through hands-on prototyping and playtesting, refining feel, pacing, and player engagement.
- Built the project from the ground up, handling **core mechanics and player flow** through to polish and final implementation.
- Focused on creating experiences that feel fun while keeping players curious about what's around the corner, **driving engagement through surprise and personality**.
- Voice-acted characters and composed original music, shaping the tone and personality of the experience through both gameplay and audio.

Lead Digital Artist

The Topps Company, Inc. | 2017 – 2019

- Managed live product content pipelines across multiple titles, ensuring consistency in player experience and engagement.
- Worked within structured IP systems (Star Wars, WWE, The Walking Dead) to deliver content aligned with gameplay and brand goals.

Senior Artist / VFX Artist

Particle City | 2015 – 2017

- Collaborated closely with design teams to support gameplay clarity, feedback systems, and visual communication of mechanics.
- Developed real-time effects that enhanced player understanding of gameplay systems and interactions.

Art Director / Assistant Art Director / Lead Artist

n-Space | 2008 – 2015

- Directed the **full creative vision for Skylanders SWAP Force (3DS)**, aligning gameplay, character design, and worldbuilding into a cohesive player experience.
- Partnered with design and engineering to ensure gameplay systems were clearly communicated through visuals and level design.
- Contributed to major IP titles including Marvel and TRON, supporting cross-disciplinary development and gameplay execution.
- Helped define gameplay readability, player feedback, and interaction clarity across multiple shipped titles.