

LEE ROSENBAUM

Senior Technical Artist

📍 Vancouver, British Columbia

📞 (604) 219-3719

✉️ lrosenbaum@gmail.com

LinkedIn: [linkedin.com/in/ljrosenbaum/](https://www.linkedin.com/in/ljrosenbaum/)

ABOUT ME

I am a veteran technical artist with a focus on VFX, Proceduralism, Environments and Rendering.

I have extensive experience developing for consoles, mobile, and PC.

SKILLS

- Unity, Unreal, Frostbite and other engines
- Scripting with Python and C#
- Shaders - node-based and text
- VFX production
- Performance and Optimization
- Houdini, Blender, Maya, Embergen
- Substance Designer/Painter
- Gaea, WorldMachine
- Photography/Videography

INTERESTS

- Procedural Art
- Programming
- Game Design Theory
- AI in Production
- Photogrammetry
- Motion-Capture
- Photography/Videography
- Video Games
- Self-Hosting Software

SUMMARY

- Proven ability to produce AAA quality assets, tools and workflows on time and within technical requirements.
- Over 25 years of experience with more than fifteen titles shipped.
- Committed team player, with excellent communication skills, a friendly demeanor, and dedication to work and deadlines.
- Extensive understanding of video game production, including modeling, textures, shaders, lighting, VFX, animation, rigging, state-machines and scripted aspects of game design, data management and schema.
- Strong knowledge of key development methods, software packages and languages.

WORK HISTORY

January 2024 - Lead Technical Artist

Present

Ape Squared Interactive

- Led the Technical Team with members from around Asia, remotely.
- Worked closely with the art production team in locations spread throughout Canada, in various timezones.
- Responsible for identifying and developing strategies for improving rendering performance and improving workflows for the production team. Lending my experience to guide decisions and strategies for pursuing the best outcomes possible within our constraints.
- Drove look-dev and rendering feature implementation for challenging requirements. Environments, volumetrics, layered material systems, visual effects and other such rendering challenges were part of my purview.
- Helping author, troubleshoot and debug shaders, blueprints and visual effects to support the visual targets.

Projects: AboveWorld

2017 - 2023

Technical Artist

Blackbird Interactive

- Shader, Rendering and Look-dev development in Unity and Unreal, working closely with Art Directors, Software Engineers, Craft Leads, Artists and Designers to explore, refine and optimize shaders, asset workflows and structures, to define and deliver production assets on schedule and within the performance budget.
- Tool and Workflow creation and management for Unreal, Unity and Bedrock (Minecraft). Created systems automate asset creation and ingestion, tools to manage custom workflows and development pipelines, for example, a launcher to work across different branches and even different projects without conflicting installations or environments.
- Environment and Terrain workflows, shaders, look-dev and population. Experience with terrain generation, optimization and rendering, as well as environmental object scattering (foliage, detail objects) using Gaea, Houdini, WorldCreator, and others, to create interesting, art-directed, performant assets in the engine.
- Managed games' performance requirements using profiling with optimization strategies and methods. Created testbeds for game/assets for testing performance and finding the best solutions.

Projects: Hardspace: Shipbreaker, Crossfire: Legion, Homeworld III, Earthless, Minecraft Legends, several unreleased titles

2009 - 2016

Senior Technical Artist and VFX Artist

Electronic Arts: Artworks

As Senior Technical Artist

- In-House tools and workflows for character, environment and VFX artists to keep focused on creation and reduce iteration times. Supported other artists and collaborated with senior software engineers and domain artists to assess requirements, determine goals and plan production and workflows.
- Created Workflows and tools for outsourcing, education/troubleshooting responsibilities and placeholder production for internationally outsourced aspects of production, including environment and character assets.
- Asset management and automated conversion of assets between hardware generations, to improve lifespan and re-use of assets as well as reduce iteration times and lower man-hour requirements.

Projects: FIFA, NHL, UFC, SSX - Consoles

As VFX Artist:

- Produced character, weapon, destruction and environment visual effects on budget, using a proprietary, integrated engine and managed performance and optimization, as well as integrating VFX into game logic to deliver exciting, informative feedback to the player and enhance gameplay and the user's experience.
- Collaborated with the Art Director, VFX Lead, various Producers and Designers, as well as Development Directors and Technical Director, to synthesize final VFX assets which were of aesthetic high quality and well optimized for the rendering engine.
- Created and helped develop tools for VFX workflows to support other artists, streamline production and reduce iteration time.

Projects: Plants vs Zombies: Garden Warfare 2, FIFA - Consoles and PC

2009 - 2009

Senior Technical Artist

United Front Games

- Partnered with vehicle lead artist and engineers to produce vehicle workflows and create deformation/damage visualizers for vehicle production for the team. Managed vehicle assets and workflows to ensure optimal performance and error-free integration into the game.
- Helped other artists and collaborated with senior software engineers and artists to keep production as trouble-free as possible and reduce iteration time.

Project: Sleeping Dogs - PC

2003 - 2009

Visual Effects Lead and World Technical Artist

Black Box Studios, Electronic Arts

- Created, in collaboration with rendering S.E.s and art directors, (often as part of a VFX team) high-quality visual effects assets, on schedule and in budget, for AAA titles, including assuming responsibilities for performance management and art tools for visual effects.
- Determined the visual-style and managed the technical requirements of visual effects for the project and helped guide the direction of visual effect technologies using proprietary visual effects to create optimized VFX solutions and drive innovations.
- Balanced team expectations and facilitated technical/artistic compromises to provide the best possible deliverables.

Projects: James Bond: Everything or Nothing, Need for Speed franchise—All Console Platforms

2002 - 2003

Visual Effects Lead and Director

3DO Company

- Developed a scripted visual effects system in close cooperation with a rendering engineer to create VFX for an unshipped sword-fighting and magic spell game.

Project: Four Horsemen—GameCube

1999 - 2002

VFX and World Environment Artist

Circus Freak Studios, Infogrames (Accolade)

- Created levels and environments, as well as being responsible for shaders, VFX, and helpful artists' tools.
- Contributed to several prototypes for new IP, including concept art and tech.

Projects: Superman: Man of Steel (Xbox Launch Title), Looney Tunes Racing (PS1), Test Drive: Off-Road Open Wide (PS1), Transworld Surf (PS1)

EDUCATION

1989 - 1996

Cabrillo College, Aptos, CA, USA

- Fine Art / Anthropology Focus
- Computer Engineering

1988 - 1989

Colorado State University, Fort Collins, CO, USA

- Fine Art Major, Basic Undergraduate Studies