

PORTFOLIO WEBSITE — EXECUTION BRIEF (FINAL)

ROLE & POSITIONING

Name: FREDERICO CARNEIRO

Add space for a round profile picture

Title: Art Director & Lead Artist

Specialization: Environment, 3D Art & Weapons

One-line positioning statement (hero):

Art Director and Senior Game Developer with 7+ years of experience. Strong background in Environment art, 3D art, Weapon art and real-time visuals, with deep hands-on expertise in Unreal Engine 5.

Tone requirements:

- Senior
- Confident
- Restrained
- Production-aware
- No buzzwords, no marketing fluff

PRIMARY GOAL

Build a **high-end, hiring-focused portfolio website** for a senior game artist and art director.

The website must:

- Open with a strong visual impact (image or video)
- Be **image and video driven**
- Showcase leadership, scope, and decision-making

- Feel elegant, minimal, and premium
- Remain fast, accessible, and easy to maintain
- Be suitable for recruiters, art directors, and studio leadership

Clarity > spectacle.

If a visual effect harms readability or usability, remove it.

TECH CONSTRAINTS (IMPORTANT)

- Static website (HTML/CSS/JS) OR Astro
 - No heavy frameworks unless justified
 - Hosted for free (GitHub Pages / Cloudflare Pages / Netlify)
 - Clean, maintainable code
 - Easy to update (projects via JSON or markdown)
 - SEO + OpenGraph ready
 - Image and video optimized (lazy loading, modern formats)
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VISUAL & UX PRINCIPLES

- Visuals drive the experience, text supports them
- Minimal UI, strong typography
- Large imagery, generous whitespace
- No cluttered grids
- No autoplay audio
- Video loops must be muted and subtle
- Mobile responsive

- Keyboard accessible
 - Respect `prefers-reduced-motion`
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SITE STRUCTURE

Pages

1. Home
2. Metal Eden
3. RUINER 2
4. About
5. Contact

Optional:

- CV page (HTML + downloadable PDF)
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HOME PAGE — STRUCTURE

1. HERO (FULL SCREEN ON LOAD)

Critical requirement:

The website must open with a **full-screen hero section** featuring:

- A large background **image or muted looping video**
- Overlaid text content

Hero content:

- Name
- Title

- One-line positioning statement
- Primary actions:
 - View Work
 - Contact

Behavior:

- Text remains readable over imagery (overlay or gradient)
 - Subtle scroll cue to indicate more content below
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2. SELECTED WORK (ONLY TWO PROJECTS)

This section must be **visual-first**.

Project 1: METAL EDEN (Primary / Flagship)

Display:

- Large thumbnail or video still
- Project title
- Short role summary

Roles to show clearly:

- Associate Art Director
- Principal Artist
- Prop Lead
- Weapon Lead
- 3D Lead
- Environment & Level Art

CTA:

- “View Case Study”

Project 2: RUINER 2 (Secondary)

Display:

- Visual thumbnail
- Project title
- Short role summary

Roles:

- Environment Artist
- Level Art / Layout Support

CTA:

- “View Case Study”

3. FOCUS & EXPERTISE

Short, scannable, text-only section.

Focus Areas:

- Art direction & visual consistency
- Environment & level art pipelines
- Weapon & hard-surface production
- Optimization for real-time performance
- Cross-discipline leadership (art / tech / design)

Tools (compressed):

Unreal Engine 5 · ZBrush · 3DCoat · Blender · Substance Painter/Designer

4. ABOUT (SHORT)

Professional summary only.
No personal story, no fluff.

5. CONTACT

- Artstation
 - Professional email
 - LinkedIn
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METAL EDEN (CORE PAGE)

This page is **image and video driven** and uses **scroll-based narrative sections**.

SCROLL BEHAVIOR (MANDATORY)

- Vertical scroll
 - **CSS scroll-snap**
 - Each section snaps into place
 - No scroll hijacking
 - Normal mouse, trackpad, keyboard behavior
 - Optional toggle: “Snap scrolling ON / OFF”
 - Sticky side navigation with section indicators
 - Works on desktop and mobile
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METAL EDEN — SECTION STRUCTURE (SNAP SECTIONS)

Each section \approx one viewport (100vh).
Each section has:

- A strong visual (image or video)
 - A short, focused explanation
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1. OVERVIEW / HERO

- Full-bleed image or video
 - Project title
 - Studio / platform
 - Role summary
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2. RESPONSIBILITIES & LEADERSHIP

Text-focused section supported by visuals.

Bullet points only:

- Led environment, prop, and weapon art production
 - Defined visual direction with design and tech teams
 - Oversaw asset quality, consistency, and performance budgets
 - Mentored artists and coordinated cross-discipline workflows
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3. WEAPONS (WEAPON LEAD)

Visuals:

- Final in-game weapons
- High-poly → low-poly
- UVs / textures
- Trim sheets

Explanation:

- Reuse strategy
 - Performance constraints
 - Production scalability
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4. PROPS & MODULAR KITS (PROP / 3D LEAD)

Visuals:

- Modular breakdowns
- Asset kits
- Reuse examples

Explanation:

- Modular logic
 - Memory and draw-call considerations
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5. ENVIRONMENTS & LEVEL ART (PRINCIPAL ARTIST)

Visuals:

- Full scenes
- Lighting
- Composition
- Level flow

Explanation:

- Visual hierarchy

- Player readability
 - Set dressing logic
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6. OPTIMIZATION (KEY DIFFERENTIATOR)

This section is mandatory and must be clear.

Visuals:

- Before / after comparisons
- LOD examples
- Texture memory improvements

Explanation:

- Problems encountered
 - Solutions implemented
 - Results (FPS, memory, stability if available)
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7. RESULTS & CREDITS

- Shipped status
 - Trailer link
 - Official credits
 - Short reflection (what worked, what you're proud of)
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RUINER 2

Shorter and simpler than Metal Eden.

Focus on:

- Environment production
- Level art contribution
- Visual storytelling
- Collaboration

Visual-first, minimal text.

MEDIA REQUIREMENTS

- Images: large, high quality, optimized
 - Videos: muted, looping, lightweight
 - Lazy loading for off-screen media
 - Avoid overloading the page
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DESIGN LANGUAGE

- Neutral color palette
- dark grey background
- Typography-driven hierarchy
- Minimal UI chrome
- Strong contrast for readability

Avoid:

- Decorative animations
- Flashy transitions

- Overdesigned UI elements
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SUCCESS CRITERIA

A recruiter or art director should:

- Understand who I am in 5 seconds
- See leadership and scope immediately
- Clearly assess quality, process, and optimization thinking
- Reach contact info in one click

The site must feel:

- Senior
 - Trustworthy
 - Production-ready
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FINAL INSTRUCTION TO CLAUDE

You are responsible for:

- Designing the layout
- Implementing the interaction model
- Writing clean, production-ready code
- Prioritizing clarity and usability
- Including a README with deployment instructions

If a design choice conflicts with usability or hiring clarity, **choose clarity**.

- Help med decide **static vs Astro**