



# MARK KOBRIIN

ART DIRECTOR



## PROFILE

An experienced art director who leads by example.

Highly motivated & creative with a drive to stay on the forefront of interactive art & technology.

Passionate about narrative storytelling and character based experiences.

Never stops learning.

## CONTACT

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L : Los Angeles, USA



[Portfolio](#)



[Art Station](#)



[Instagram](#)



[LinkedIn](#)

## EDUCATION

### ACADEMY OF ARTS UNIVERSITY

*Bachelor of Fine Arts - VFX  
San Francisco 2003 - 2007*

### NEW YORK INSTITUTE OF PHOTOGRAPHY

*Certificate of Completion  
2002*

## EXPERIENCE



### ART DIRECTOR

*HTC Vive - Creative Labs / Seattle, WA / 2018 - present*

Defining the vision and building a team to deliver Virtual Identity and social experiences for HTC's AR/VR devices.



### ART DIRECTOR

*Microsoft / Redmond, WA / 2012 - 2018*

2018 - Mixed Reality Studio, WDG - Art Director

Defining the look & feel of user identity through Avatar design, environments & experiences for the new Windows Mixed Reality/ Hololens headsets (AR/VR).

2014 - 2018 Xbox Design / Platform, WDG - Art Director

Led the creative effort behind the New Xbox Avatars. Vision holder behind the new Xbox gaming identity for a creative, inclusive and joyful customer experience.

- Designed & prototyped the new Xbox Avatars.
- Successfully pitched the new Avatars initiative to Xbox executive leadership team.
- Sourced and hired the in-house creative team of specialized artists - contract & FTE.
- Managed multiple external studios to land successful outsourcing of animations & 3D content within budget.
- Collaborated with the Xbox Engineering team from pre-production to launch.
- Managed design for all Avatar endpoint integration including Xbox & Windows.

2013 - 2014 Central Media Publishing, MGS - Character Artist II

Part of an agile, adaptive, and multifunctional strike team committed to help set the quality standards for all partner game products released on Xbox Platform. Role involved traveling and embedding with studio teams to enhance the quality bar and design of characters in the game.

- "Kinect Sports- Rivals" - 2014
- "Halo: The Master Chief Collection" - 2014

2012 - 2013 Xbox Design, IEB - Visual Designer II

Character & visual design development for the Xbox 360 Avatars animation team. Evolved the brand and marketplace for the Xbox One launch.



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## SKILLS

Art Direction



Vision Building



Team Building



Character Modeling



VR / AR



## AWARDS

ORGANIC MODELING

"BEST IN SHOW"

Academy of Arts, Spring Show 2007

## INTERESTS

3D IDENTITY

VIDEO GAMES

VR / AR

BLOCKCHAIN APPS

MENTORSHIP / TEACHING

FILM

3D PRINTING

PHOTOGRAPHY

## EXPERIENCE CONT.



SENIOR CHARACTER ARTIST

Atomic Fiction / Emeryville, CA / 2012

Character modeling for test VFX shots. Worked with facial rigs and digital actor scan data.

- ["The Walk"](#) - 2015



FACIAL MODELER

Weta Digital / Wellington, New Zealand / 2010 - 2012

Worked on Weta Digital's Facial Motion Team headed by Joe Letteri. Helped push the boundaries of photorealistic facial performances and technology. Facial puppet construction process involved creating over 1000 FACS shapes to represent all the different expressions a face can achieve.

- ["Rise of the Planet of the Apes"](#) - 2011
- ["The Adventures of Tintin"](#) - 2011



MFA ADVISOR

Academy of Arts / San Francisco, CA / 2008 - 2010

Advisor for MFA graduates. Taught workshops for students on successful thesis presentations and career growth.



CHARACTER MODELER

Image Movers Digital, Disney / Novato, CA / 2007 - 2010

Character and Facial Modeling for 3D animated feature films. Sculpted [FACS](#) based facial blendshapes for a variety of mocap driven characters and creatures.

- ["A Christmas Carol"](#) - 2009
- ["Mars Needs Moms"](#) - 2010



CHARACTER ARTIST (INTERN)

Shaba Games, Activision / San Francisco, CA / 2007

Character modeling & texturing of Marvel characters for an open world Spiderman game for the Xbox 360 platform.

- Marvel's ["Spiderman: Web of Shadows"](#) - 2009

## PROFICIENCIES

Maya

Mudbox / Zbrush

Substance Painter / Mari

Keyshot / Vray / Mental Ray

Photoshop / Illustrator

After Effects / Premiere

Unity



REFERENCES AVAILABLE