MARK KOBRIN

ART DIRECTOR

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PROFILE

Art Director with fifteen years of content authoring experience for films, games and the VR|AR|XR industry.
Specialist in the creation of advanced facial expressions (FACS) for creatures, characters and avatars.
Works closely with business strategists, researchers, designers & engineers across the company to create on-brand and customer centric products.
Hands on leadership style using positivity, motivation and focus.

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 - Creative Labs / Seattle, WA /2018 - 2020

Defined the virtual identity & Avatars product vision for HTC's Vive Reality platform. Efforts included pitching the vision, design direction & business strategy. (AR/VR)

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 experiences.

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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SENIOR CHARACTER ARTIST
Atomic Fiction / Emeryville, CA /2012

Character modeling for 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 in the film and game industry.

CHARACTER MODELER
Disney Imagemovers / 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

INTERN CHARACTER ARTIST
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 / Unreal

✓ REFERENCES AVAILABLE

SKILLS

Art Direction
● ● ● ● ● ● ● ● ● ○

Vision Building
● ● ● ● ● ● ● ● ○ ○

Team Building
● ● ● ● ● ● ● ● ○ ○

Character Modeling
● ● ● ● ● ● ● ○ ○ ○

VR / AR
● ● ● ● ● ● ○ ○ ○ ○

AWARDS

ORGANIC MODELING
"BEST IN SHOW"
Academy of Arts, Spring Show 2007

INTERESTS

VIRTUAL BEINGS

VR / AR

BLOCKCHAIN & DAPPS

3D PRINTING

PHOTOGRAPHY

GAMING