

James Coddington

Art and Technology

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- Passionate and fun-loving creative crafting a more connected, playable, and immersive world.
- 17 years of creating compelling content for R&D studios, software studios, gaming studios, TV and film production studios and innovation teams for fortune 500 companies and more.
- Provided Designs, 3D/CGI, real-time/offline renders and VFX: for proposals, application prototypes, shipped products, games, proof of concepts, visualizations and much more.
- Knowledge of, but not limited to: Maya, Adobe CC, Unity, Unreal Engine, Motion Capture, AR/MR and Immersive Spaces, Production at Scale, UI/UX, Motion Graphics and Production Pipeline Optimization and so much more.

ACHIEVEMENTS

Microsoft Design Patent #260824 | ARMR UIUX Navigable Physical Feature Graph

Microsoft Hackathon Award | Executive Challenge 3rd 2017 AR Innovation

Microsoft Hackathon Award | Hackers Choice Award AR Prototyping

AWS Solutions Architect | Credential ID 863BHZ3CLMFEQ7WX

All Around Good Energy | All-day / Everyday / Fun

EXPERIENCE

Hashbang Games – Video Game Company - (2022 – 2023)

3D Art and Tech Director

As a leader in a scrappy video game studio, it is common to deliver on several different technologies, foster **compelling direction**, **enabling structure**, **supportive organization**, and **expert coaching**. It is my aim to fill all roles that need filling, from 3D Asset Creation, Technical Art, UIUX, Game Design, Project Planning and Team Management.

Wizard Wrangling

Lead a small, stellar team to help create and make manifest stellar AAA games and the aesthetics therein.

3D Generalist

This is a very precise and delicate balance of artistic skill and technical wherewithal.

VFX and Environment Creation

Building out worlds and VFX to ensure consistency and coherence.

Asset Integration

Technical Artistry with regards to ensuring all assets are delivered and integrated into the engine properly. No surprises for the developers.

Scientific Games – Global Gaming Corporation - (2019 –2022)

Senior 3D Game Artist | 3D Technical Design Lead

Scientific Games - Sierra Studios Research and Development Team

Created compelling VFX, 3D/CGI, 2D Animation and more into our proprietary hardware devices, while also helping teams to strategize, concept, design, develop, and scale prototypes, proof of concepts and finished games by way of delivery and implementation through Illustrations, **Maya 3D/CGI, Unity, Unreal, Adobe CS** and so much more.

Improved Overall Game Development Efficiency

Succeeded in implementing a task tracking and accountability solution for myself during an urgent push to get a product out the door. Through this success I scaled up the solution to the rest of the art department, thereby speeding up our overall process, saving the company millions.

Asset Rustling

Wrangled artists and their assets, so developers receive everything, in scale, location and functionality.

Microsoft Corporation – Iconic Technology Company - (2015 – 2018)

Designer II

[AR Enterprise Vision Labs](#) | [Hololens Future Bureau](#) | [Ambient Computing and Robotics](#) | [Biz A.I Ethics and Design](#)

Designed and delivered some of the first military AR experiences on the Microsoft Future Bureau Team. Also worked with C-Suite executives as a one-man Pixar within the Ambient Computing and Robotics organization, creating CGI Prototype Mockups and stories for garnering enterprise interest, educating the key stakeholders and for use as a guiding light for the engineers and developers.

Clients include Salesforce, Becton Dickenson, US DoD, and others.

Hololens Prototype (CSG)

Delivered innovative Augmented Reality Solutions for the **US Department of Defense**.

Microsoft Vision Labs | Hololens Design Strategy Sprints (CSG)

Designed and delivered a series of world's first-to-market **Augmented Reality** pilots for several global enterprise interests during our Design Strategy and Prototyping initiatives for Enterprise AR/MR Clients.

Smart Factory Prototyping through Storytelling | Ambient Computing and Robotics (FTE)

Worked with VPs, Storyboarded, Animated, Motion captured and rendered out entire **3D/CGI Digital Prototype Concepts** for smart factories to be used to educate key stakeholders. (Including Bill Gates and Satya Nadella).

Built Motion Capture Studio for better, more organic humanoid animation.

Designed and **built render farm** from repurposed PCs for slimmed render times.

Biz A.I Ethics and Design (FTE)

UI/UX User research with a focus on **General AI for Enterprise**.

EDUCATION - **School of the Art Institute of Chicago** **BA in Art and Technology Studies**