**St. John W. Colón**

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**Accomplished**: More than 20 triple-A and double-A games brought to market for PC, Android, iOS, VR, AR, LBE, Dreamcast, GameCube, Wii, PS1, PS2, PS3, Xbox, Xbox360, Xbox One! Titles include DreamWorks’ How to Train Your Dragon VR, Terminator Salvation VR, Disney-Pixar’s Up, Ratatouille, Incredibles 2, Nickelodeon’s SpongeBob SquarePants and Warner Bros.’ Scooby Doo and Parasite Eve!

**Broad skillset**: Team Building, Management, P&L, Art Direction, Technical Art, Game Design, Animation, Environment Art, Character Art, Character Rigging, Mocap Direction, Localization Experience: 55 foreign territories. Speak Level 3 Spanish and French.

**Broad toolset**: MS Word, Excel, PowerPoint, Perforce, SVN, SourceTree, Jira, Confluence, Maya, Motion Builder, Substance, Unity 3D, Adobe Suite (Illustrator, Photoshop, Muse, After Effects), MEL, HTML, Java, VB Script, C#, Google Analytics, Slack, Discord.

**Guide development teams**: Hands on development, experience building, turning around, and leading game studios of 6 - 120. Ability to Focus on Priorities, Solve Problems, Handle Multiple Tasks, Meet Deadlines with average budget ~3million and team sizes ~40 People.

**Experience with many genres**: Experience Designing & Producing F2P, Action/Adventure, 1st Person Shooters, Racing, Fighting, Platformers, and RGP Games. Expert at game balance and in-game economies.

**Work on all platforms**: LBE, Console, PC, Mobile, VR, and Boardgames.

**Entrepreneurship**: Started two companies from the ground up. Well connected, with a large industry network to draw upon.

**Experience**

SPACES, Inc, Playa Vista, California ◦ Principal Artist ◦ 2/16 - present

Directed art, design, UI/UX, character pipeline, mocap and leading the LBE development team in an Agile environment. Corporate brand management and art direction for all products. Responsible for technical art research and development for all VR experiences.

* Developed and Managed internal and external art and animation pipeline for Virtual Reality LBE experiences.
* Developed analytics/simulation tools for location-based theme park throughput and ride efficiency.

University of Southern California, Los Angeles, California ◦ Associate Director / Adjunct Professor ◦ 8/09 - present

Director of CSCI-529 “Advanced Games Project” and lecturer for CSCI-526 “Mobile Games”, requisites for interactive sciences.

* Developed and wrote the Interactive Game Production program, a concentration for MBA candidates.

DreamWorks Animation, Glendale, California ◦ Lead Artist ◦ 10/13 – 02/16

Developed VR production pipeline and directed art and asset creation for the DreamLab R&D division, specializing in Augmented Reality and Virtual Reality experiences. Collaborated with DreamWorks Animation marketing, promotions and publishing on over 33 projects.

* Developed and Managed internal and external art and animation pipeline for interactive VR assets.

Marvelous USA (formerly XSEED Games), Irvine, California ◦ Art Director ◦ 3/13 – 8/13

Art Direction for all iPhone and Android game titles. Directed and mentored character art, environment art and user interface teams, validating navigational framework, addressing technical requirement and localization standards for all art assets.

* Set core technical and aesthetic standards for the studio

Easley-Dunn Games, Los Angeles, California ◦ Co-founder / Vice President ◦ 12/11 – 3/13

Directed production across multiple teams for several iPhone and Android game titles. Developed in-game economies, analytics and ensuring game balance and localization standards for all art assets.

* Co-founded studio, wrote and managed use cases, business cases and scope management plan

Real Life Plus, Inc., San Mateo, California ◦ Co-founder / Executive Producer ◦ 8/09 – 6/11

Directed internal and external development of online entertainment, setting core technical standards in a variety of areas, defining production pipeline, overseeing creative and aesthetic quality, mentoring leads, managing analytics, recruiting new talent and communicating efficiently and effectively with all departments to ensure timely delivery of a quality product.

* Co-founded studio recruited and directed a team of 14 developers.
* Wrote and managed use cases, business cases, development budget and scope management plan.

Heavy Iron Studios, Los Angeles, California ◦ Principal Artist ◦ 08/99 - 8/09

Directed the character and environmental art team and user interface team. Set core technical standards within the art department. Directed Outsourcing, asset integration, managed external development and budgets. Directed UI/UX team, navigational framework, scripting interface logic, addressing technical requirement and localization standards, scripting sound events and 2D and 3D art assets.

* Doubled team performance by re-designing the development pipeline and team analytics.
* Directed an initiative to hit an unprecedented 60 fps as a technical quality standard for Xbox360, PS3 and Wii.

**Education**

University of California, Los Angeles, California ◦ Master of Fine Arts degree. Major: Printmaking, Digital Art.

Georgetown University, Washington D.C. Bachelor of the Arts degree ◦ Major: Fine Art. Received highest departmental honors.