

## JESSICA PAZ

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Open to relocation

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### ART DIRECTOR & CREATIVE PRODUCER

Versatile and results-driven Art Director with 15+ years of experience in multimedia production, creative direction, and AAA game development. Proven ability to define and execute artistic vision, lead cross-functional art teams, and deliver world-class assets for globally recognized IPs. Skilled in establishing style guides, reviewing artist work, mentoring teams, and ensuring cohesive visual direction across characters, environments, UI, and marketing. Experienced with stylized art, asset pipelines, and global vendor management, with a track record of shipping record-breaking titles and transmedia content. Core competencies include:

**Art Direction & Style Development | Concept & Character Design | Game Development Pipelines | Cross-Functional Leadership | Vendor & Outsourcing Oversight | IP & Licensor Collaboration | Creative Direction & Quality Assurance | 2D/3D Asset Production | Localization & VO/MOCAP | Multimedia & Print Production | Project Scheduling & Milestone Tracking | Agile Methodologies**

### PROFESSIONAL EXPERIENCE

#### WARNER BROS. GAMES, Burbank, CA

##### Associate Producer / Art Director (Publishing & Transmedia)

Jan 2021 – Apr 2025

- Spearheaded visual alignment across transmedia assets (art book, game guide, soundtrack packaging), ensuring brand fidelity from concept to final packaging.
- Championed cross-team collaboration to uphold IP standards across internal and external pipelines.
- Partnered with engineering and tech art to optimize Unreal workflows, enhancing Nintendo Switch platform performance and asset integration.
- Collaborated with development, QA, localization, and marketing to deliver a globally successful launch of *Hogwarts Legacy* (\$850M in two weeks; 34M+ copies sold).
- Contributed to milestone achievement across six major platforms in nine months, ensuring art pipelines met technical and creative benchmarks.

#### ACTIVISION/TREYARCH, Santa Monica, CA

##### Art Production Coordinator / Creative Lead

Jun 2018 – Jan 2021

- Defined visual goals and managed AAA asset pipelines in collaboration with art leads and producers.
- Orchestrated global vendor workflows for high-fidelity assets (characters, weapons, vehicles, animation), maintaining creative alignment with studio standards.
- Enhanced art pipeline execution, optimizing QA/testing for milestone approvals and live builds across PS4, PS5, Xbox, and PC.
- Supported cross-platform launch of *Call of Duty: Black Ops Cold War*, integrating cross-progression art systems into *Warzone*.
- Key contributor to *Call of Duty: Black Ops 4*, setting records as the fastest-selling digital game in PlayStation history and achieving 34M Twitch hours in its first week.

#### E.W. SCRIPPS MEDIA, Tucson, AZ

##### Graphic Production Manager

Jan 2017 – May 2017

- Directed and mentored a multidisciplinary design team producing real-time broadcast graphics and 3D assets, driving brand cohesion and meeting tight production deadlines across live programming.
- Optimized agile workflows for live broadcast production, resolving last-minute creative and technical challenges.

#### ELITE ANIMATION ACADEMY, Orlando & Tampa, FL

##### Senior Instructor & Studio Director

Nov 2013 – Dec 2016

- Instructed digital art and animation courses, nurturing emerging talent through portfolio development and hands-on creative guidance.
- Coordinated day-to-day studio operations and supervised instructors, fostering a culture of creative excellence.

**SAVVYCARD LLC, St. Petersburg, FL****Creative Director****Jan 2015 – Sep 2016**

- Unified UX and visual design strategies across client platforms, translating brand goals into intuitive digital experiences.
- Guided artists and implemented process improvements to enhance team efficiency and client satisfaction.
- Facilitated client onboarding and led creative reviews to ensure consistent visual execution.

**JANUS DISPLAYS, St. Petersburg, FL****Creative Art Director****Oct 2011 – Dec 2014**

- Delivered visually compelling digital signage experiences across hospitality and entertainment sectors, balancing innovation with brand consistency.
- Managed full-cycle creative production for digital signage, balancing innovation with operational and budgetary goals.
- Oversaw creative execution from concept through installation, aligning artistic vision with budgetary and timeline constraints.
- Streamlined production workflows to improve delivery speed and quality control.

**BRUCE BARRY'S WACKY WORLD STUDIOS, Oldsmar, FL****Creative Production Manager – Art Department****Apr 2009 – Oct 2011**

- Shaped immersive environments by aligning stylized aesthetics with narrative goals and audience experience.
- Worked closely with executive leadership to pitch and execute creative strategies for high-profile themed spaces.
- Directed visual development for characters and environments, ensuring cohesive aesthetics across all installations

**EDUCATION & CERTIFICATIONS****Bachelor of Fine Arts (BFA) in Media Art & Animation** - The Art Institute of Tampa, Tampa, FL**Google Project Management Certificate** - Coursera - Completed July 2025**TECHNICAL EXPERTISE**

Adobe Creative Cloud | Autodesk 3ds Max | Autodesk Maya | Autodesk SketchBook Pro | Basecamp | Box | Camtasia | Confluence | Dropbox | Final Cut Pro | Flow Production Tracking | Google Workspace | GoToMeeting | IBM Aspera | Jira | Keynote | Looker | MacOS | Microsoft 365 | Miro | Nintendo Dev Interface | Nintendo Target Manager | Photoshop | PlayStation Neighborhood PS4 & PS5 | PlayStation SDK & Target Manager | PowerPoint | Slack | Steam | Substance Designer | Substance Painter | TestRail | Trello | Unreal Engine (familiarity) | Unity (familiarity) | VIZRT | Wacom | Webex | Windows | Workday | Xbox Manager GDK | ZBrush | Zendesk | Zoom