

Will Schneller

Art Director | Concept Artist

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Summary

A lifelong learner and **storyteller** at heart, I enjoy new challenges and keep an entrepreneurial mindset. I have a wide range of interests from emerging technologies, games and interactive media, to film and TV. I believe in the team as the most important resource and love helping others grow. With over **seven years of professional experience**, I've been involved in the following shipped projects:

- PhotonInc (PC) - 2017
- Meta!Blast (PC) - 2017
- Ravaged: Zombie Apocalypse DLC (PC) - 2013
- Virtual Auction (PC) - 2012

Key Skills

Creative direction, art direction, visual storytelling, concept design, design thinking, IP development, world building, 3d art, game development, entrepreneurship, project management, leadership, effective documentation

Software Proficiency

Maya, Photoshop, ZBrush, Unity, Keyshot, UV Layout, SVN, git, Google Docs, MS Office, Trello

Experience

June 2015 - Present

Substrate Games, LLC, West Des Moines, IA - *Co-Founder and Creative Director*

- Built an SBIR \$225k seed funded startup aiming to merge gaming, accurate science, and education.
- Key responsibilities include ownership of the company vision, business model development, fundraising, conducting customer discovery, day-to-day operations, leading new product development on titles such as PhotonInc, and defining commercialization strategy.

November 2010 - June 2016

Iowa State University, Ames, IA - *Art Director*

- Directed and mentored up to eight artists and led the visual design effort on Meta!Blast and supplementary projects.
- Created style guides and briefs, implemented an industry-standard art pipeline, and developed novel workflows for aspects specific to the needs of the project.

October 2015 - December 2015

Iowa State University, Ames, IA - *Entrepreneurial Lead*

- Selected to participate in I-Corps, an elite and rigorous startup program developed by Steve Blank at Stanford and conducted by the National Science Foundation.
- Responsible for leading the customer discovery efforts, developing our business model canvas, and frequent presentations on our findings and pivots.

October 2014 - November 2014

3dTotal.com Ltd, West Des Moines, IA - *Freelance Concept Artist and Author*

- Authored a two-part creature design tutorial for 3dcreative magazine, issues 111 and 112.

May 2013 - June 2013

2 Dawn Games, West Des Moines, IA - *Support Asset Artist*

- Created a handful of prop assets for use in Unreal Engine 3 on the Ravaged DLC.

February 2011 - August 2011

Vengate, LLC, Des Moines, IA - *Freelance 3D Artist*

- Created five Unity environments from concept to completion for Virtual Auction.

October 2006 - November 2010

Iowa State University, Ames, IA - *Artist*

Education

August 2006 - May 2010

Iowa State University, Ames, IA - *BFA, Integrated Studio Arts*

Emphasis on Digital Media, graduated cum laude.

Awards

Finalist - *2014 EMBO Journal Cover Contest*

People's Choice Award - *2013 National Science Foundation SciVis Challenge*

Finalist - *2012 National Science Foundation SciVis Challenge*

Honorable Mention - *2011 National Science Foundation SciVis Challenge*

Finalist - *2010 MacArthur Foundation Digital Media and Learning Competition*

*References available upon request