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[Rebecca Riel Fine Art](#)

# Rebecca Riel

## Digital Art Manager / Senior Artist / Creative Lead / International Art Outsourcing Manager / Art Asset Production / UI/UX / Art Direction

- Veteran experienced Computer Illustrator and Digital Image Manager, worked with companies from start-ups to global corporations.
- Managed digital art resources to optimize and create assets that fit immediate production needs -- as well as establish a solid base for future expansion.
- Debugged and enhanced digital art throughout projects.
- Careergame artist, worked in myriad styles with both established and proprietary tools – 2D, 3D, Photoshop, Illustrator / Vector art, traditional art, etc..
- Created, managed and maintained digital asset databases, always looking for the best solution for the current project as well as future projects.
- Art Directed and Mentored artists and the creation of digital content locally and internationally.
- Merged and assimilated digital assets from multiple international studios.
- Designed and created Digital Marketing Art for numerous award winning products. Worked directly with Marketing Department – and sometimes WAS the Marketing Department (for smaller start-ups).
- Ported existing successful franchises over to Mobile – Adapted existing art where appropriate, created and integrated all other art. Created Marketing Art for the promotions of the related Mobile, Internet and PC art.
- Designed and created UI / UX art, working directly with programmers and game designers.

### Tasks include:

- Asset creation and optimization
- Digital art creation and management across teams
- Outsourcing Liaison and Art Lead for remote and international studios
- Art direction and Design
- Mentoring and Teaching other artists
- Part of the Interviewing process for Art and Tech positions
- Marketing materials – design and creation
- UI / UX Design and implementation
- Use traditional art tools to create living, breathing environmental art and in-game assets
- Interface Design and Optimization for traditional PC as well as mobile / iPhone / Tablets, etc.
- Creative design and direction of products
- 2D (vector art / Illustrator)
- Photoshop – from stylized graphics to hyper-realistic art
- Logo Design and Creation – Branding and Marketing

## The Connection Point

SENIOR ARTIST / Creative Lead / Digital Art Manager

Responsibilities included: Creative design, directing the look and feel of the projects, interface design, asset creation, reviewing and directing outsourcing artists and remote studios. Work directly with programmers and engineers to determine the best UI / UX experiences for various clients.

## Zynga

SENIOR / LEAD / PRINCIPAL ARTIST / DIGITAL ART INTERNATIONAL OUTSOURCING MANAGER

Photoshop, 3D Studio Max, Vector Graphics, Illustrator, etc.

Responsibilities included: Content creation, art and style direction of in-house and international projects, determining style and look of projects, reviewed and directed submissions with in-depth feedback and direction. Interviewed and recommended new hires for various positions.

Internal and International Digital Art Outsource Manager -- India, China, Eastern Europe on multiple projects. In addition to creative direction and creating art for production -- mentored and trained new talent, personally trained international clients and artists in the US and internationally in their home country studios. Was sent overseas to mentor and train Zynga and other outsourcing studio artists in their home studios.

- FarmVille
- Hidden Chronicles
- Mafia Wars
- Special Forces
- Fashion Wars
- FrontierVille
- FishVille
- Treasure Isle
- Heroes
- Pirates
- R&D

## Lamplighter Studios

SENIOR / PRINCIPAL ARTIST / ART ASSET PRODUCTION

Photoshop, etc.

One of the Principal Artists on one of the earliest iPhone games, "Aurora Feint." Designed and created many of the original parts of the game, including richly intricate interfaces, icons, myriad components.

- Aurora Feint

## LimeLife

SENIOR / PRINCIPAL ARTIST / ART DIRECTOR / PRODUCT MANAGER

Photoshop, 3D Studio Max, ImageReady, etc.

Parachuted in mid-stream to head troubled projects and bring them back on schedule. Matched or complemented existing art styles, refined and added to the projects, successfully bringing the projects to conclusion. Unified existing art styles in all projects, designed and created characters, animation, game design, logo and marketing materials, etc.. Designed and created all aspects of the products, from art assets to marketing materials. Work varied from traditional

animation to 3D for sprite based games, Web and Wap products. Intimately involved in the entire design and decision process. Art Directed and mentored junior artists, interviewed incoming artists and producers. Worked closely with in-house and remote engineers and programmers Designed new projects, Art Directed and mentored junior artists, interviewed incoming artists and producers.

- Top Chef Challenge (for Bravo, to complement the popular television reality series)
- Law & Order – Celebrity Betrayal (to complement the popular television adventure / drama series)
- Hollywood Hangman Deluxe (a complete redesign and re-skin of LimeLife’s successful Hollywood Hangman trivia game)
- Chocolatier (port for Playfirst’s online version)
- Piñata Bash
- (more products covered by NDA: casual games geared to female and family audiences)

## BC Soft

SENIOR / PRINCIPAL ARTIST 2D & 3D ASSET PRODUCTION  
Photoshop, etc.

- Magician’s Handbook

## Mofactor / Seismic / Amplified Games

SENIOR / PRINCIPAL ARTIST / ART DIRECTOR / DIGITAL ART MANAGER / MARKETING ART  
MANAGER

Photoshop, traditional animation, art asset optimization for web and mobile phone applications, etc.

An energetic, creative startup that specialized in early mobile phone games – including both independent creative titles and porting successful games for other game companies (PC and console) into multiple mobile formats compatible with major phone providers.

- Duckshot (nominated for Mobile Game of the Year 2006)
- Star Wars – Battle for the Republic
- Paintball Challenge
- Mah Jong Express
- Seaward Ho
- Cha-Ching
- Golo Golf Dice
- Mummy Run
- Cascade
- Masters of Horror
- Geezer’s Bingo
- Push 2 Poker
- Oasis
- Las Vegas Tycoon
- Eggs vs Chickens

## THQ Video Production Department

POST VIDEO PRODUCTION , 2D & 3D ASSET PRODUCTION / MARKETING ART

Maya, Photoshop, 3D Studio Max, Photoshop, etc.

Part of the Marketing Art Production Department creating advertising assets for THQ’s game commercials and sales videos.

Tasks included: creating 3D/2D Illustration / Animation for cut scenes and animated splash screens, post processing video footage, re-rigging and weighting characters, etc.. Some of the franchises I contributed to include:

- Bratz, Full Spectrum Warrior, Nicktoons, Big Mutha Truckers et. al..

## The Edenbek Corporation

### COMPUTER ILLUSTRATION & ANIMATION

3D/2D Illustration / Animation for web based interactive products, including games, interfaces, for product branding and other intellectual properties.

- Low Poly art and Textures
- Hi Resolution 3D Environments and Architecture
- 3D/2D Interface design

#### Products:

- My Corkboard
- Disney (covered by NDA)

## Reflexive Entertainment

### LOW POLY: OBJECTS, ENVIRONMENTS, TEXTURES

Richly detailed textures for normal mapping. Created traditionally and in 3D for maximum reusability. Low Poly objects, structures, environment levels for both Isometric View and full First Person 3D products.

- Ravenloft

## New World Computing / 3DO

SENIOR ARTIST: 2D, 3D

INTERFACE DESIGN

HIGH AND LOW POLY OBJECTS, ENVIRONMENTS, TEXTURES

CHARACTER DESIGN & ANIMATION

Contributed assets to more than 20 game products. Animated objects, intricate weapons, environments, cut scenes, landscapes, rich accent textures for high and low poly mapping, accurately tiling field textures, etc.. Designed and animated 2D and 3D characters. Designed and created full weapons set for Might and Magic VI, which included over 90 high resolution 3D models of historically accurate weapons and armor, based on own research. Developed structures, created landscape and layered all objects for Heroes III expansion pack "Armageddon's Blade."

Led texture design team for in-house and remote artists. Created tutorials and directed quality control for texture artists. Principal Artist for landscape and environments in Heroes IV, object creation and special effects.

- Might & Magic IX: Writ of Fate
- Heroes of Might and Magic IV: Winds of War
- Heroes of Might and Magic IV
- Legends of Might and Magic
- Heroes Chronicles: The Final Chapters
- Heroes Chronicles: Master of the Elements
- Heroes Chronicles: Clash of the Dragons
- Heroes Chronicles: Conquest of the Underworld
- Might & Magic VIII: Day of the Destroyer
- Heroes Chronicles: Warlords of the Wastelands including cover art
- Heroes of Might and Magic III: The Shadow of Death
- Heroes of Might and Magic III: Armageddon's Blade
- Won "Add-On of the Year" for 2000 from "Computer Games Magazine"
- Might & Magic VII: For Blood and Honor
- Heroes of Might and Magic III
- Might & Magic VI: The Mandate of Heaven
- Heroes of Might and Magic II: The Price of Loyalty
- Heroes of Might and Magic II: The Succession Wars

## The Dreamers Guild

ARTIST, ANIMATOR

- Created Art Assets for limited palette online and PC games
- 2D computer art including characters, objects and environments
- Principal artist for historical based online game

### Products

- Nick of Time (Historical educational)
- Skulls, Bones & Buccaneers (Online multiplayer)
- Faery Tale Adventure II Halls of the Dead

## Scientific Illustration

MUSEUM OF NATURAL HISTORY – Santa Barbara

SANTA BARBARA ZOOLOGICAL GARDENS

NATURE CONSERVANCY

STEARNS WHARF EDUCATIONAL INSTALLATIONS – Santa Barbara

SOILMOISTURE EQUIPMENT CORPORATION

RAYTHEON

ANCIENT ARTS INC.

Work includes: Realistic Military illustrations (Secret Classification); Technical & Mechanical Illustration; Botanical & Zoological Illustrations for Museums, Zoos, Educational Installations; Photography and Graphics for full color printing applications.

## GAME / PRODUCT CREDITS

PC/Online/Mobile/iPhone/Social Media free-to-play, etc.

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- Aurora Feint

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- Masters of Horror
- Geezer's Bingo
- Push 2 Poker
- Oasis
- Las Vegas Tycoon
- Eggs vs Chickens
- (more products covered by NDA: sports, traditional board games, classic horror, fantasy, et. al.)

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