

BRIAN PORTERFIELD

ART DIRECTOR | CREATIVE DIRECTOR

(425)443-4785

Woodinville, WA

PROFESSIONAL SUMMARY

Award-winning Art Director and Creative Director with 15+ years of leadership experience driving visual development, brand identity, and art production across 200+ shipped digital and mobile games. Proven track record building and mentoring multidisciplinary creative teams, optimizing production pipelines, and steering visual quality for flagship titles, including a Top 10 Grossing App Store mobile franchise and an Apple App Store "App of the Day." Adept at aligning creative execution with business KPIs, user acquisition strategies, and aggressive production roadmaps.

SKILLS & COMPETENCIES

- **Creative Leadership:** Art Direction, Creative Direction, Audio Direction, Team Leadership & Mentorship, Visual Storyboarding, Concept Art, Character Design, 2D/3D Game Art, UI/UX Design, Style Guides & Core Visual Pillars.
 - **Production & Management:** Agile / Scrum Methodologies, Departmental Roadmaps, Production Management, Vendor & 3rd-Party Studio Management, Cross-Functional Team Leadership, Recruiting & Onboarding.
 - **Tools & Software:** Claude code, Gemini, Chat GPT, Adobe Creative Suite, Unity, Unreal Engine, Maya, ZBrush, Spine, Jira, Confluence, Figma / FigJam, ShotGrid, Asana, Trello, Perforce, Git.
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EXPERIENCE

BebopBee, Inc, Seattle | Art Director

OCT 2024 - PRESENT

- **Pipeline Transformation:** Architect and implement next-generation creative pipelines that increase production turnaround, utilizing advanced automation and technical workflows to exponentially scale output without compromising quality.
- **Creative Leadership & Execution:** Act as both visionary and lead contributor; final art assets, character designs, and storyboards, while establishing the core visual pillars for the

studio's mobile portfolio.

- **Animation & Storytelling:** Direct innovative animation production and story development, bridging the gap between narrative intent and high-fidelity visual execution.
 - **Strategic Marketing:** collaborate on UA and branding strategy, contributing to the creation of high-performing marketing creative, assets, and branding.
 - **Operations & Roadmap:** Manage art tasking, schedules, and departmental roadmaps; pitch innovative game concepts and solve complex production bottlenecks.
 - **Global Collaboration:** Collaborate with an international team of artists, designers, engineers, as well as 3rd party vendors.
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Game Stage Creative, Seattle | Art Director, Owner

NOV 2014 - PRESENT

Freelance Creative Consulting, Art Direction, and Art Production for Games, Mobile Apps, and Board Games. Currently working with clients on mobile games, desktop games, and creative consulting.

- **World Literacy Foundation / WGI:** Partnered directly with leadership as Creative Director / Art Director to deliver visual development, user experience flows, and high-impact pre-visualization for an unreleased global educational literacy app designed to support youth reading initiatives worldwide.
 - **Catalyst Game Labs:** Built narrative storyboards, early cinematic pre-vis, and visual world-building for an unannounced game property.
 - **Cricket Moon Media:** Led visual asset design, 2D art, and UI/animation production for multiple interactive learning titles supporting Nickelodeon's Noggin platform.
 - **Creative & Production Leadership:** Managed cross-functional contractor teams (artists, animators, tech artists, audio engineers); established production pipelines, style guides, and executive pitch decks for multi-platform entertainment projects.
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Double Down Interactive, Seattle | Sr. Art Manager, Art Manager, Art Lead

NOV 2014 - SEPT 2023

Sr. Art Manager (AUG 2021 - SEPT 2023)

- Led visual and audio execution across all live game titles, mobile apps, and R&D incubation projects.
- Managed Art Managers and supervised 15+ multidisciplinary creatives (2D/3D artists, technical artists, animators, producers, audio engineers).
- Served as Executive Producer / Creative Lead on greenlit R&D game prototypes, presenting roadmaps and deliverables directly to C-suite executives.
- Standardized art review pipelines in Jira and ShotGrid, improving sprint predictability and throughput by 25%.

Art Manager (JULY 2017 - JULY 2021)

- Directed art and audio production for flagship mobile titles, driving visual pipelines for DoubleDown Casino to support sustained Top 10 Grossing App Store performance.
- Led visual development for DoubleDown Fort Knox, achieving a Top 10 App Store ranking in the Casino/Slots category.
- Art assets and brand integration for major entertainment IP partnerships including Ellen's Road to Riches, Wheel of Fortune, and House of Cards.

Art Lead (NOV 2014 - JULY 2021)

- UI, UX, Game Art, Animation, and Motion Design.
- Produced art deliverables for games and original titles.

Cricket Moon Media, Seattle | Art Director, Sr. Lead Artist, Lead Animator

SEPT 2003 - NOV 2014

Art Director (OCT 2010 - NOV 2014)

Directed art and animation across 200+ interactive digital games and activities for premier global entertainment brands.

- Key contributor to art and animation
- Clients: Disney Channel, Disney Junior, Disney Pictures, Nickelodeon, Nick Jr., ABC, Comedy Central, PBS Kids, HUB, Hasbro, Mattel, National Geographic Kids, Discovery Channel, Little Brown and Company, Penguin, Scholastic, Random House, Gracie Films, HIT Entertainment, Warner Bros., Redbird Math (Stanford), and Travel Channel

Sr. Lead Artist, Lead Animator (SEPT 2003 - SEPT 2010)

- Worked on a number of games and activities for a wide range of clients including Disney Channel, Nickelodeon, Hasbro, and PBS.

EDUCATION

Western Washington University, WA | BA Graphic Design

In addition to the BA in Graphic Design I also studied a variety of other disciplines that have supported my career as an artist: Computer Science, Industrial Design, Architecture, Anthropology, and Geology. I also spent a semester studying abroad in Morelia.