

JON O'NEAL

Art Lead



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ABOUT ME

With 18+ years in the gaming industry, I've contributed to a wide range of titles across handheld, next-gen consoles, PC, and mobile. My expertise includes high- and low-poly modeling, hand-painted and PBR texturing, UV mapping, optimization, and lighting. I enjoy collaborating with technical artists and engineers to develop pipelines and art tools, optimize workflows, and improve production efficiency.

More recently, I was tasked with leaning heavily into AI and learning as much as possible about how it could be applied to game art production. Through that process, I developed my own AI-assisted art pipelines that allowed me to generate, refine, and produce high-quality artwork at a pace that previously would have required a team of six or seven artists. By combining AI generation with traditional art skills, paintovers, iteration, and strong art direction, I was able to significantly accelerate production while still maintaining creative control and a consistent visual standard.

My credits include major franchises like *Call of Duty*, *Star Wars*, *Tron*, and *Marvel*, as well as MMOs such as *Wizard101*, *Pirate101*, *Crowfall* and *Dungeons Deep*. I've also worked on collectible card games for PC and mobile.

I thrive in leadership roles, mentoring artists and providing constructive feedback to elevate the quality of the art while aligning project goals with the creative vision. My passion for creating new and compelling experiences remains as strong as ever, and I'm always eager to take on fresh challenges in this ever-evolving industry.

SHIPPED TITLES

- 2026 - Dungeons Deep
- 2025 - Call Me Ai
- 2024 - Nickelodeon Card Clash (Moblie)
- 2021 - Crowfall (PC)
- 2012 - Pirate 101 (PC)
- 2010 - Wizard 101 (PC)
- 2011 - COD: Modern Warfare 3 (NDS)
- 2010 - Tron: Battle Grids (WII)
- 2010 - Tron: Evolution (NDS)
- 2009 - Marvel: Ultimate Alliance 2 (WII)
- 2009 - COD: Modern Warfare (NDS)
- 2008 - Star Was Battlefront (NDS)
- 2008 - Star Wars The Force Unleashed (NDS)

JOB EXPERIENCE

Art Director

Portalis AI / 2025- 2026

- Dungeons Deep
 - Once we launched "Call Me", I was shifted over to a new game IP called Dungeons Deep
 - I was tasked with serving as Art Director, establishing the game's visual style, overall look and feel, and artistic direction, while also leveraging AI-generated content and developing AI-assisted art pipelines
 - I created most of the art, including:
 - Storyboards
 - Icons and Player Frames
 - Logos and Marketing Material
 - Player Portraits
 - level Assets
 - Background Scene Illustrations
 - Battlemaps (The levels in the actual game)
- Call Me Ai
 - I was initially brought on to support character avatar and environment production, which included modeling, texturing, lighting, outfit creation, and backgrounds using traditional 3D software and workflows
 - I was later tasked to create a pipeline for the character front facing cards using AI software to assist me
 - After developing the character cards, I was tasked with applying a similar approach to scene backgrounds, creating a faster and more cost-effective pipeline than traditional 3D production methods

Art Director

Monumental / 2022 - 2025

- Unannounced IP CCG Project
 - Led a new team as Art Director, defining the game's art style and pipelines
 - Provided art direction, feedback, and developed style guides
 - Created assets including:
 - 3D models for paintovers
 - 2D elements such as card frames, game boards, home screens, and main UI
- Leadership & Collaboration
 - Planned schedules and tasks with management and artists to balance workload and project goals
 - Managed outsourcing partners, ensuring deadlines were met while maintaining quality and consistency
 - Acted as a key liaison between the Art team and other departments for seamless collaboration
- Promotion to Art Director – Next-Gen MMO
 - Led art style development for a cutting-edge MMO, evaluated Unity (HDRP) and later moved to UE5
 - Developed a non-destructible procedural environment using Houdini for world tile streaming
 - Reduced open-world environment production time by 60%
- Crowfall Acquisition & Live Service Support (2022)
 - Crowfall acquired by Monumental along with the team
 - Created new game assets post-launch, including:
 - Four major new world tiles
 - A complete seasonal overhaul
 - Continued working on Crowfall until shutdown

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EXPERTISE

- High & low-poly modeling
- Retopology & mesh optimization
- UV unwrapping & efficiency optimization
- Asset creation for game production
- Texturing: Hand-painted, PBR, stylized, and realistic
- 2D asset creation: Logos, icons, production images.
- Pipeline development: Designing efficient workflows for the art team: Including using AI workflows
- Trailer creation: Video editing & screenshot composition
- Mentoring & providing feedback to artists
- Establishing workflow guidelines & clear documentation
- Transitioning teams from development to live operations
- Writing job descriptions, interviewing, & hiring artists
- Managing outsourcing needs & coordination
- Task scheduling & leading team meetings
- Crafting Prompts, generating images, using templates and 3d scenes to create images using AI

SOFTWARE

- Maya
- 3D Max
- Blender
- Zbrush
- Substance Painter
- Substance Designer
- Marmoset Toolbag
- Adobe Photoshop
- Adobe After Effects
- Unity
- UE5
- Houdini
- Jira
- Git
- Leonardo
- MidJourney
- Cursor

EXPERIENCE (CONTINUED)

Environment Lead

ArtCraft Entertainment / 2014 - 2022

- **Crowfall Development & Environmental Foundation**
 - Recruited by ArtCraft to help lead Crowfall's development
 - Established the game's environmental foundation, including tile streaming and diorama technology
 - Ensured artistic balance and consistency across all environments in collaboration with the Art Director and Environment team
- **Environment Art & Asset Creation**
 - Created world art assets, including:
 - Trees, grass, rocks, and ground textures
 - Seasonal variations and hero assets (e.g., character creation crypt)
 - Worked closely with the concept team and Art Director to maintain artistic vision
- **Tile & Diorama System Development**
 - Developed the tile system used across all game worlds
 - Collaborated with design and engineering to create the real-time diorama asset spawning system
- **Outsourcing & Team Collaboration**
 - Managed outsourcing partners for environment assets, including modeling, texturing, and asset refinement

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Environment Artist / Lead

KingsIsle Entertainment / 2011 - 2014

- **Superhero MMO Development & Leadership**
 - Assigned to an unannounced superhero MMO, helping establish its foundation and art style
 - Promoted to Environment Lead for the project
 - Collaborated with the Environment Art team to balance workload and align artistic direction with company goals
 - Worked with Tech to implement brand new systems for the art team:
 - Shaders
 - Lighting Techniques
 - Texture templates
 - Game Art Viewer
- **Wizard 101 & Pirate 101 Environment Art**
 - Joined the Wizard 101 team as an Environment Artist, working on expansions and prepaid reward card player houses
 - Designed, modeled, textured, and lit player houses
 - Contributed to three Wizard 101 expansions: Zafaria, Avalon, and Azteca, focusing on modeling and hand-painted texturing
 - Assisted with Pirate 101, developing new lighting techniques for the environment team
 - Created new levels and player houses for Pirate 101, handling modeling, texturing, and lighting



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EDUCATION

FULL SAIL UNIVERSITY

Class of 2002 || BA of Computer Science

HOBBIES

In my free time, I cherish spending quality moments with my family. Whether it's exploring new places, enjoying outdoor adventures, or simply unwinding together at home.

Gaming has always been one of my biggest passions, both professionally and personally. I make an effort to stay current with new releases, emerging trends, technology, and the ways developers continue to push the medium forward. I enjoy a wide variety of genres, including open-world games, RPGs, action RPGs, fighting games, MMOs, 4X strategy, survival crafting, sports games, and indie titles. I especially enjoy exploring how different games approach world building, progression, combat, visual design, and player experience.

Beyond gaming, I've also recently started painting miniature figures for D&D. It's a creative and meditative hobby that allows me to bring my old school art abilities to life in a whole new way. I love it.

REFERENCES

Todd Coleman

Co-Founder & CEO / Portalis AI

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Scott Kiraly

Game Director / Tic Toc Games.

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Monty Kerr

Founder & CEO / Monumental

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EXPERIENCE (CONTINUED)

Environment Artist / Lead

N-Space / 2007 - 2011

- **Environment Art & Leadership**
 - Directed entire levels, handling modeling, hand-painted texturing, and scene lighting
 - Led an environment team across four titles, collaborating with artists and production to meet deadlines
 - Worked closely with art, design, and engineering to refine level design processes and improve efficiency
- **Project Impact & Efficiency**
 - Shipped six titles within three years
- **Entry into the Gaming Industry & Environment Art**
 - Started as an Environment Artist, working on major IPs including:
 - *Star Wars: The Force Unleashed*
 - *Battlefront 2*
 - Progressed to Environment Lead, contributing to:
 - *Tron*
 - *Aaron Stone*
 - *Call of Duty*
 - *Marvel Ultimate Alliance II* (Nintendo Wii)

Graphic Design Artist

Self-Employed / 2003- 2007

- **Design Growth & Client Collaboration**
 - Worked directly with clients to understand their goals, develop visual concepts, and turn ideas into polished designs
 - Built experience with typography, color theory, composition, branding, and visual communication
 - Collaborated with clients and other creatives to incorporate feedback, meet deadlines, and improve the overall quality of the work
 - Used these early opportunities to develop a stronger design eye, improve technical skills, and build a foundation for a professional creative career
- **Early Graphic Design Experience & Creative Development**
 - Began developing graphic design skills under tutelage from my father who was a Graphic Designer, then through freelance, creating work such as:
 - Logos and brand identity concepts
 - Posters, flyers, and promotional graphics
 - digital advertisements
 - Gradually took on more complex projects, expanding into:
 - Branding and visual identity systems
 - Print and digital layout design
 - Photo editing and image manipulation
 - Presentation and promotional design