

TODD OMOTANI

WWW.STUDIOMO.COM

+1 425 974 5363

tomotani@gmail.com

EXPERIENCE

MICROSOFT STUDIOS

GOOD SCIENCE / TUFF / SOTA
ART DIRECTOR

JUN 2011 - PRESENT

UX Designer turned Art Director creating exciting new visual experiences for new future technology.

- Art Directed product look and feel that was adopted platform wide
- Daily collaboration with Creative Director, designers and developers to create rapid prototypes
- Developed product style guides
- Produced low fidelity to high fidelity visual concepts
- Directed visual and motion concepts with external Motion Graphics vendor
- Managed, mentored and directed team of Jr. and Sr. artists
- Collaborated to create original and unique patent pending interactions
- Created and developed brand identity and presentations
- Designed, developed and produced the NUI for Kinect Star Wars
- Incubated new technology and created experiences for this new paradigm

ELECTRONIC ARTS

EA BLACKBOX / EA CANADA / EA CHICAGO / EA SINGAPORE
LEAD INTERFACE DESIGNER

AUG 2003 - APR 2011

Award Winning Lead User Interface Designer on AAA titles in the Need For Speed Franchise, EA Sports and EA Games divisions (NFS Underground 2, NFS Most Wanted, NBA Live 06, FIFA 06/07/08, Champions League 07, Marvel, NFS Shift, NFS World Online) and Lead UI Designer on EA Sports branding style guide

- Designed and developed the User Interface from conception to production
- Worked directly with art directors and producers to create print and motion prototypes / vision pieces of the UI
- Collaborated with producers on information architecture of game design
- Produced presentation style guide
- Production of game ready artwork
- Mentored, managed and directed UI artists
- Worked with Software Engineers and Action Script team to build flash based UI screens (with Scaleform)
- Localization and international language setup (Roman, Asian and Cyrillic)
- Created Heads up display and mini maps
- Creation and management of 2D assets (player heads, crests, jerseys, icons, etc.)
- Developed and maintained partnerships with external outsourcing vendors
- Experience working on a "Play for Free" PC title

STUDIOMO DESIGN
ART DIRECTOR / DESIGNER

AUG 1997 - PRESENT

Art Direct and Design strategically sound creative solutions on a freelance basis for local and international clients such as Electronic Arts, C.B.C., OM Records, Vestax, Deep-LA, Solid Tokyo, Salted Music, Amenti Music, Farris Wheel Rec., Stereolab Singapore, The Hollywood Roosevelt Hotel, and Timeout Magazine.

- Art Direction and Design of print and packaging
- Help build and maintain brand integrity and support business models
- Art Directed photo shoots
- Coordinate and liaise with print and packaging manufacturer

E D U C A T I O N

Emily Carr Institute of Art and Design
Bachelor of Design in Communication Design

1997 - 2001
Vancouver, BC

Alberta College of Art and Design
Painting / Print making

1994 - 1997
Calgary, Alberta

S K I L L S

- A natural team leader, motivated to continually explore and push for high standards of design excellence
- Flexible and versatile to develop strategically sound creative solutions in new media and traditional print
- Self-disciplined to consistently deliver projects on time and on budget
- Excellent visual design principals and sensitivity with regard to visualizing information hierarchy, emotion, clarity, consistency, navigation, typography, color, and imagery
- Effectively worked both independently and in multidisciplinary team environments during high pressure situations
- Team and project management
- Practical experience includes: print design, user interface design, motion graphics, art direction, photography, illustration, information architecture, brand identity, marketing, event promotion, painting and print making

S O F T W A R E

Highly proficient in the latest art tools and applications:

- Illustrator / Photoshop / InDesign / Flash
- After Effects / CINEMA 4D

TO VIEW MY PORTFOILO, VISIT WWW.STUDIOMO.COM