### EXPERIENCE

**Steven P. Pierce**

15115 Palton Springs Drive, Houston, TX 77082 Phone: (281) 865-7160 E-mail: [werone610@yahoo.com](mailto:werone610@yahoo.com)

[www.StevenPierceArt.com](http://www.stevenpierceart.com/)

**Casamba Inc.** Agoura Hills, California 05/2018 – Present

### Director of User Experience / Creative Director

* Primary responsibility is managing all the User Experience (UX) for Casamba, including but not limited to animation, print, video, gamification, mobile applications, Google ads, and web development.
* Create, and oversee high level concept designs for all digital and print assets.
* Lead the planning and oversight of all the User Interface Design, Interaction Design projects through the art and development pipeline.
* Represent the end user to the lead executives, to enhance their experience and ensure overall adoption of our products and software.
* Fundamentally change how we go to market through cutting edge User Experience Design (UED) animation, video, gamification, Web, and print.
* Present creative audits to senior executives for consistency of Information Architecture UX, art, scope of the projects, and milestone and deadline management.
* Train junior artists and designers on new software, design and compositional techniques, better animation techniques, User-centered Design, Wireframing, Usability Testing.
* Created the brand style guide for not only software, but for animation, video, and multimedia.
* Bridge the gap between Casamba and their clients through visualized data, proper UI/UX techniques and gamification of solutions.
* Set the UI/UX standards for software within Casamba.

**Fuel.tech** Houston, Texas 06/2016 – 5/2018

### Chief Creative Officer

* Primary responsibility is managing all the creative for fuel.tech, including but not limited to animation, print, video, augmented reality, virtual reality, mobile applications, and web development.
* Create, and oversee high level concept designs for all digital and print assets.
* Lead the planning and oversight of all the projects through the art pipeline.
* Act as a liaison between the lead executives, clients, and artists to enhance collaboration and coordination to ensure consistency with the pre-visualized look and feel of current projects.
* Fundamentally change how our clients go to market through cutting edge animation, video, AR, VR, Web, and print.
* Optimize work flows and update teams to industry standard hardware, and software to accommodate the new look and feel of fuel.tech’s digital assets.
* Present art reviews to senior executives for consistency of art, scope of the projects, and milestone and deadline management.
* Train artists and designers on new software, design and compositional techniques, better animation techniques, and best UI/UX practices.
* Created the brand style guide for not only software, but for animation, video, and multimedia as well.
* My team has done over 100 animations for tradeshows, executives, customer events, websites, AR, VR, mobile applications, and social media channels.
* I was brought in to help bridge the gap between fuel.tech and their clients through visualized data, proper UI/UX techniques and gamification of solutions. Set the UI/UX standards for software within fuel.tech and their clients.

**Baker Hughes Incorporated** Houston, Texas 02/2012 – 06/2016

### Creative Director

* Primary responsibility was managing all the creative for Baker Hughes, including but not limited to animation, print, and video.
* Created and oversaw high level concept designs for all digital and print assets.
* Led the planning and oversight of all the projects through the art pipeline.
* Acted as a liaison between the lead executives, product lines, and artists to enhance collaboration and coordination to ensure consistency with the pre-visualized look and feel of current projects.
* Fundamentally changed how we go to market through animation, video, and print.
* Optimized workflows and updated teams to industry standard hardware and software to accommodate the new look and feel of Baker Hughes digital assets.
* Presented art reviews to senior executives for consistency of art, scope of the projects, and milestone and deadline management.
* My team created over 250 animations for tradeshows, executives, customer events, websites, and mobile applications. I have several patents pending based on my conceptual designs for new ways of visualizing data, and hardware designs. (Patent number 9153050 is the first to go through.)
* Trained artist and designers on new software, design and compositional techniques, and better animation techniques.
* Identified new technologies and helped employees make them part of their workflow, including but not limited to: Cinema 4D, Unity, Krakatoa, Fume FX, Thrausi, and Form.
* Created the brand style guide for not only software, but for animation, video, and multimedia
* Designed the 2015 annual report.
* Managed and led the mobility team through its infancy and was responsible for the first real mobile applications Baker Hughes ever produced. Managed the social media team to provide a consistent voice for Baker Hughes through posts and videos on all social channels.

### Manager Interactive and Emerging Media, Art Director/ UI/UX Lead

* I was brought in from the gaming industry as a fresh perspective to change the way Baker Hughes visualized data and thought about software.
* Primary responsibility was managing animation, social media, mobility, and UI/UX teams for Baker Hughes.
* Set the UI/UX standards for software within Drilling and Evaluation
* Designed the application and led the implementation team for BitGenie, the first app of its kind in the industry.
* Designed the first game, and several others in Baker Hughes history, such as BitTacular. It was released to the Apple store as a free to play game and was highly successful. The other games were released to the WHEC center for educational purposes.
* Managed the User Experience lab at D&E software where I administered user testing using the Tobi Eye Tracking equipment and software to ensure a good user experience.

**Art Institute of San Antonio** San Antonio, Texas 04/2011 – 02/2012

### Department Chair - Game Art & Design, and Visual Effects & Motion Graphics

* Responsible for the scheduling of classes and teaching staff.
  + Determined curriculum for students along with making sure the students meet the requirements(SACS) of the school for their appropriate degree. Instructing/teaching courses to the students such as CA 115 Drawing & Anatomy, GD 101 Digital Illustration, CA 251 Character and Object Design, CA 215 2D Animation Principals, ART 108 Observational Drawing, and CA 120 Concepts II: Story Boarding Academic advisor for students in Game Art & Design, and Visual Effects & Motion Graphics programs.

**A Little Entertainment** Houston, Texas 01/2010 – 02/2011

### Art Director

* + Primarily responsible for the function and direction of the art team. This included interviewing and hiring new artists, managing their daily assignments, and keeping the team on task.
  + Directed art team members in the art pipeline and the overall look and feel for games.
  + Led the conceptual design for the games, acting as lead concept artist.
  + Presented art reviews to company executives to ensure expectations, milestones, and art deadlines were met.

**Art Institute of Houston North**  Houston, Texas 08/2009 – 12/2009

**Adjunct Professor/Instructor- Computer Animation Department**

**●** Instructing students in the many aspects of the art pipeline in order for them to receive their bachelors

of fine arts degree in Animation, as well as teaching foundational art classes to students in other programs.

● Taught ART 108 Observational Drawing, CA 115 Drawing and Anatomy, CA 215 2D Animation

Principles.

● Programs utilized: Photoshop, Flash

**PI Studios** Houston, Texas 01/2008 – 05/2009

### Lead Concept Artist/ Art Director

* + Primary responsibility was concept art design with additional modeling and texturing assignments.
  + Created high level concept designs for digital games.
  + Led the planning and oversight of several games through the art pipeline.
  + Acted as a liaison between the lead executives and the artists to enhance collaboration and coordination to ensure consistency with the pre-visualized look and feel of current projects.
  + Team member responsible for concept design for several AAA titles for the Xbox 360, PS3 and Wii gaming consoles, including Rock Band 2, Wolfenstein, and Rock Band Beatles.
  + Created 3 dimensional models and enhanced the look and feel of games by generating high resolution defuse, normal, and specular maps.
  + Presented art reviews to senior executives for consistency of art, scope of the projects, and milestone and deadline management.

### EDUCATION

**Master of Science, Digital Interactive Entertainment** Orlando, FL 12/2007

### Magna Cum Laude

University of Central Florida, F.I.E.A. (Florida Interactive Entertainment Academy)

**Bachelor of Fine Arts, Illustration** Sarasota, FL 04/2006

### Magna Cum Laude

Ringling School of Art and Design

### TECHNICAL SKILLS

**Programs**

Photoshop, Mischief, Flash, Cinema 4D, Modo, After Effects, Magicavoxel, Excel, Power Point, Office, Adobe suite, Invision. Experience in several gaming engines.

### Traditional Media

Graphite, Colored Pencils, Oils, Acrylic, Pen and Ink, and Watercolor, Sculpy, Oil based clays

### ACHIEVEMENTS

Borehole and Well Data Visualization patent number 9153050 (3 more have been filed) Traveled to Trondheim, Norway to meet and present to Statoil on data visualization, Bit Genie.

**AAA Game Titles**

* + Rock Band 2; Rock Band Beatles; Wolfenstein; Bonk; Bomberman; Wii Fit; Rogue Warrior; Call of Duty, World at War- Zombie levels; Rock Band track packs; Quake Arena; Bit Tacular; Doors to Adventure and several others

### Three-time U.S. National Team Member for Power Tumbling and World Team Qualifier

* + Head Coach for several U.S. Gymnastics team programs: Flytz USA, Lake Erie Gymnastics, and Kayrons Gymnastics.
  + Acted as a consultant to NCAA gymnastic teams such as: North Carolina State University, and the University of Alabama.
  + Managed teams and staff of up to 140 athletes and staff members
  + Traveled to Denmark to teach clinics for the Danish national gymnastics team