# Steven P. Pierce

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### EXPERIENCE

**StevenPierceArt.com** Houston, Texas 10/31/20 – Present

## Freelance Director of User Experience / Creative Director / Consultant

* Manage UX for my external clients, including but not limited to animation, print, video, gamification, mobile applications, Google ads, testing, and web development.
* Create, and oversee high level concept designs using InVision or Adobe XD for wireframing all digital SaaS assets.
* Lead the planning and oversight of all the projects through the art and development pipeline.
* Create best in class experiences to enhance and ensure overall adoption of my client’s products and software through proper information architecture, interaction design, visual design, design thinking, user testing.
* Act as a consultant and guide my clients on their go to market strategies through innovative animation, video, gamification, web, print and user experience design focusing on design thinking and best practices.
* Present creative audits to my customers for consistency of UX, art, brand, scope of the projects, and milestone and deadline management.
* Create branding, storyboards, concept art, illustrations, animations, wireframes, UX click throughs, creative and art direction for my clients.
* Create the brand style guides for software, animation, video, and multimedia.
* Provide my clients with visualized data, proper UI/UX techniques and gamification of solutions. Set the UI/UX standards for software within any organization.

**Casamba Inc.** Agoura Hills, California 05/2018 – 10/31/20

## Director of User Experience / Creative Director

* Manage all the UX for Casamba, including but not limited to animation, print, video, gamification, mobile applications, Google ads, Testing, and web development.
* Create, and oversee high level concept designs using InVision or Adobe XD for wireframing all digital SaaS assets.
* Lead the planning and oversight of all the 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 through proper information architecture, interaction design, visual design, design thinking, user testing.
* Fundamentally change how we go to market through innovative animation, video, gamification, Web, print and user experience design focusing on design thinking and best practices.
* Present creative audits to senior executives for consistency of 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, best UI/UX practices, usability testing, agile methodologies, and User interaction flows.
* Create the brand style guides for software, animation, video, and multimedia.
* Bridge the gap between Casamba and our clients through visualized data, proper UI/UX techniques and gamification of solutions. Set the UI/UX standards for software within Casamba.
* Lead focus groups and testing of our offerings to ensure we are hitting the end users’ needs while still serving our business goals.

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

## Chief Creative Officer

* Manage all the creatives for fuel.tech, including, animation, print, video, augmented reality, virtual reality, mobile applications, and web development.
* Create, and oversee high level concept designs using InVision or Adobe XD for wireframing all digital SAAS assets.
* Lead the planning and oversight and user testing of all the projects through the art pipeline.
* Presented fellow executives and clients with regular updates and creative audits to enhance collaboration and coordination this ensured consistency with the pre-visualized look and feel of current projects.
* Created cutting edge go to market strategies through innovative animation, video, AR, VR, Web, and print.
* Optimize workflows and updated teams to industry standard hardware, and software to accommodate the fresh look and feel of fuel. tech’s digital assets.
* Present reviews to fellow executives for consistency of art, scope of the projects, milestones, budget, and deadline management.
* Trained artists and designers on new software, design and compositional techniques, better animation techniques, and best UI/UX practices, usability testing, agile methodologies, and User interaction flows.
* Create the brand style guides for software, animation, video, and multimedia.
* Lead my team to complete animations for tradeshows, executives, customer events, websites, AR, VR, mobile applications, and social media channels.
* Bridge the gap between fuel.tech and their clients through visualized data, proper UI/UX techniques and gamification of solutions. Set the creative standards for all our offerings within fuel.tech to our clients.

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

## Creative Director

* Manage all the creative for Baker Hughes, including animation, print, mobile educational games, and video.
* Create and oversee high level concept designs for all digital and print assets.
* Set the standard the planning and oversight of all the projects through the art pipeline.
* Act 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 Baker Hughes went to market through animation, video, and print.
* Optimized workflows and update teams to industry standard hardware and software to accommodate the fresh 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 using agile methodologies and scrum.
* My team created over 250 animations for tradeshows, executives, customer events, websites, and mobile applications.
* I six 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 junior artist and designers on new software, design and compositional techniques, and better animation techniques.
* Identified innovative technologies and helped employees make them part of their workflow, including but not limited to: Cinema 4D, Unity, Krakatoa, Fume FX, Thrausi, and Form.
* Create the brand style guide for software, animation, video, and multimedia
* Design the 2015 annual report.
* Manage and lead the mobility team through its infancy and was responsible for the first mobile applications Baker Hughes ever produced.

## 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 SAAS.
* Primary responsibility in this role was to run the 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, body language cameras, and usability tests, I oversaw the stress testing of our 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 using agile and scrum methodologies.
  + 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 - Computer Animation

**●** Instructing students in the many aspects of the art pipeline assisting 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, Call of Duty World at War 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, Adobe Suite, InVision, XD, Cinema 4D, Modo, After Effects, Premiere Pro, Word, Power Point. 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 (5 more have been filed) Traveled to Trondheim, Norway to meet and present to Statoil on data visualization, Bit Genie. HIPPA certified.

## 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…