chad pfarr

Art & User Interface Director

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Oakland CA 94606
T 415.310.1840
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www.chadpfarr.com

Objective

To innovate and create outstanding experiences through working with a world class team of developers - pushing the envelope and bring imagination to life.

Experience

Art & UI Director | Backbone Entertainment; Emeryville, CA | 2010 - present

Direct aesthetic approach to game concepts, art assets, and animation. Help author and refine company business definition, strategic goals, and company values. Craft pitch proposal documents for Business Development and establish look and feel for future projects. Manage multidisciplinary teams producing cutting edge graphics for all current gen platforms. Develop and mentor multidisciplinary staff and chart career growth paths with the other discipline directors. Assist other F9E studios with UI projects, tool development, user experience and UI design execution. Coordinate with outsourcing manager to define project scope, determine best vendors and negotiate rates.

User Interface Director | Backbone Entertainment; Emeryville, CA | 2005 - 2010

Establish and lead multidisciplinary team on multiple projects across platforms ranging from Nintendo DS to Multiplayer X360 and PS3. Help define studio vision and market place direction with director level staff. Create strategic near and long term goals that drive our business and leverage our technologies. Responsible for production oversight, employee development, time/project allocations and support. Active in the creative process from pitch to project completion - through concept/pre-production art and design to final game and localization. Work across disciplines to design and define UI scope for each project. Direct design and creation of proprietary UI tool and pipeline for multi-platform engine. Manage all studio user interface needs across current development cycles. Develop style guides to create consistency within the game- including fonts, logo creation, color treatment, motion guides and interaction details. Guide motion graphics for front end and in-game needs. Additional creative work as needed (custom studio lobby furniture, comic book cover, company fliers, tee shirts…)

Artist and Animator | Backbone Entertainment; Emeryville, CA | 2003 - 2005

Character animator and Interface designer for Xbox, PS2, and GBA game titles (listed below)

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Technical Illustrator | Kenedy/Jenks Consultants; San Francisco, CA | 1998 - 2003

 Illustrated technical diagrams for hydro-geologic studies on ground water flow rates and contamination. Create 3D visualization models based on boring sample data
Designed web interfaces for use with ESRI databases, producing web based maps and searchable blueprints.

Education

Academy of Art College University, San Francisco, CA | BFA Illustration & Animation

1996-2002 | Graduated with Honors

University of Arizona, Tucson, AZ | Photography 1994-1996

Skills

Honed aesthetic eye for composition, layout, color, and motion.

Highly adaptable team player - working creatively to solve complex problems.

Good eye for talent.

Team management and leadership

Well versed on both Mac and PC platforms. Extensive graphic software knowledge and

quick ramp-up in new software environments.

Professional software - Photoshop, Illustrator, Indesign, Acrobat, After Effects, Flash; Maya,

lightwave 3D, MS Office suite, Visio, and light xml, html, and action scripting.

Referrals

 Available on request.

Select Published Game Titles

SEGA GENESIS COLLECTION 2 (X360, PS3)
SUPER STREET FIGHTER II HD REMIX (XBLA, PSN)
MARVEL VS CAPCOM 2 (XBLA, PSN)
SPACE INVADERS EXTREME (XBLA)
HALO 3 LIMITED EDITION DISC (XBOX360)
ROCKBAND UNPLUGGED (PSP)
LEGO ROCKBAND (DS)
ROCKBAND 3 (Wii)
FRONT MISSION EVOLVED (X360, PS3)
XMEN ARCADE (XBLA, PSN)

...Full game list available on request.