

JOHN ERIC SLOWSKY

— CREATIVE DIRECTOR —

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Mr. Slowsky began his career in 1986 at the dawn of the computer graphics revolution. He has worked in a variety of industries within this art form including advertising, marketing, architectural pre-visualization, education, and pc and console gaming. Mr. Slowsky has completed best-selling award-winning products for such companies as Tolkien Enterprises, Warner Brothers, The House of Blues, Imaginary Forces, Sony, THQ, and Vivendi Universal. Mr. Slowsky was selected by Tolkien Enterprises to be one of their official Art Directors for The Lord of the Rings franchise and was responsible for creating the Middle Earth Style Guide, still in use today. He is an experienced and professional manager of both large and small projects.

— PROFESSIONAL EXPERIENCE —

UTOPIA, BEVERLY HILLS, CA

2008 - PRESENT

CREATIVE DIRECTOR

Utopia is the world's largest and most luxurious residential cruise ship ever constructed, (www.utopiasresidences.com). I was single-handedly responsible for developing its luxury branding and visual presence. This entailed creating Utopia's official style guide, website, print brochures and e-brochure materials used for marketing and sales, as well as writing and directing the initial splash video that introduced Utopia to the world. I provided all creative direction for the documentary video as well as the coffee-table art book. I worked directly with renowned Captain and Lead Ship Designer, Captain Ola Harsheim as well as with the ship's famous engineering firm Tilberg and Associates in directing every architectural rendering of the ship, each luxury unit and all amenities.

Key Achievements & Contributions

- Created the entire corporate identity from scratch including logo, style guide, website, color branding and corporate tag line used for every piece of marketing collateral.
- Wrote, directed and storyboarded the splash commercial used to introduce Utopia to the public.
- Provide Art Direction for all of the architectural environments used in marketing and sales.
- Designed and created all marketing materials, luxury invitations and brochures.

FOCUS 360, LAGUNA NIGUEL, CA

2007 - 2008

CREATIVE DIRECTOR

Served as Creative Director for Focus 360, a highly-respected and high-volume architectural visualization firm. I was brought in during a pivotal restructuring period of the company in order to transition the production team from traditional architectural renderings to full cinematic sales films. I mentored the art department both technically and artistically towards hitting new levels of production quality, and introduced significant pre-production techniques and storytelling content to the pipeline. Additionally, I attended sales meetings, met with prospective clients and gave key presentations that landed some of the largest projects in the history of the company.

Key Achievements & Contributions

- Created the first architectural commercial for the company that successfully integrated live action with CG architecture and animated 2D elements.
- Developed a new process by which art directors could review lighting schemes in real time.
- Sold the largest project in the history of the company.

RACE STUDIOS, INC, ENCINITAS, CA

2004 - 2007

CREATIVE DIRECTOR

Served as a technical and artistic consultant to a myriad of large and small game companies. Specific contributions included: creating style guides defining character, environment, effects and animation direction for both Dirty Harry (WB) and Free Realms (SOE), building a prototype for Barbie's Doll House complete with a library of furniture and alternative lighting schemes (Tocali Games / Mattel,) and working onsite in Yokohama, Japan for THQ's Smackdown Vs. Raw franchise to direct their animation team towards improving the theatrical performances of in-game wrestlers and fighters.

Clients included: THQ (*Smackdown Vs. Raw, UFC*), Warner Brothers Interactive Entertainment (*Dirty Harry*), Vivendi/Universal Games (*Scarface*), Tocali Games / Mattel (*Barbie's Virtual Doll House*), Sony Online Entertainment (*Free Realms*), Midway Entertainment / Pacific Beach Digital (*Hour Of Victory*), Point Of View, Inc. (*Fear Factor Unleashed*).

— PROFESSIONAL EXPERIENCE, *continued* —

VIVENDI / UNIVERSAL INTERACTIVE, HOLLYWOOD, CA

2001 - 2004

STUDIO ART DIRECTOR

I was initially hired to be the Art Director for The Lord of the Rings, responsible for creating the official Middle-Earth Style Guide that would dictate the look and feel for all assets contained in Tolkien-based SKUs produced by Universal and subsidiary studios. As the Official Tolkien Art Director, I oversaw the art direction of all environments, characters, animations, interfaces, marketing materials, trade show materials as well as the design of Universal's E3 booth. I was responsible for approving all strategy guides, websites, videos, animations, magazine covers and collectable cards, and I directed all game cinematics as well as marketing videos for North America and Europe.

As Studio Art Director for Universal Interactive, I was responsible for overseeing art direction on all high-profile games, providing initial art direction for new IPs, and evaluating developers / studios requesting recognition by Universal. I contributed art direction, concept work and cinematic production to the following shipped titles: *Lord of The Rings: The Fellowship of The Ring*, *Van Helsing*, *Riddick*, *The Hulk 2*, *Red Ninja*, *Fast and The Furious*, *Mace Griffin Bounty Hunter*, *Battlestar Galactica*, *The Hobbit*, *Crash Bandicoot*, *The Cat in the Hat* and *Spyro the Dragon* as well as to many internal projects and IPs.

Key Achievements & Contributions

- Named first-ever Studio Art Director for Vivendi Universal Games
- Appointed Official Art Director for Tolkien Enterprises
- Created Middle-Earth Style Guide

NEW WORLD COMPUTING / THE 3DO COMPANY, AGOURA HILLS, CA

1998 - 2001

ART DIRECTOR / DIRECTOR OF CINEMATICS / PRODUCTION MANAGER

I was hired initially to be New World's Art Production Manager in charge of balancing a growing talent pool that needed to be shared between two games in production simultaneously. In this capacity, the department was able to ship *Heroes of Might and Magic III*, its most ambitious and successful product to date, as well as *Legends of Might and Magic*. Through direct mentorship and by developing company-sponsored training programs, I was able to raise the bar of quality and drastically increase the department's production output. Thereafter I was awarded Art Directorship of two subsequent titles, *Might and Magic VII* and *VIII*. The cinematics we produced in these titles were so well-received by the industry at large and in such demand company-wide that Mark Caldwell, the Director of New World Computing, asked if I would form and direct a new Cinematics Team on a full-time basis. Within the first year, the team received significant industry recognition.

Shipped titles included: *Heroes of Might and Magic III*, *Might and Magic VII*, *Might and Magic VIII*, *Legends of Might and Magic*, *ArmyMen: Arcade Blast*, *Heroes of Might and Magic PS2: Quest for the Dragonbone Staff*, *Godai: Elemental Force*, *Heroes of Might and Magic IV*.

Key Achievements & Contributions

- Developed the "Art Library" to organize and archive all assets in their original form for re-use in future titles.
- Created professional training program with Instructors from The Art Institute and Warner Brothers Animation.
- Completed art asset production for *Might and Magic VIII* in record 6 months, including all cinematics.
- New World Computing Cinematic Team recognized at Siggraph 2001 Computer Animation Festival.

HOTZ INTERACTIVE, CALABASAS, CA

1997 - 1998

CREATIVE DIRECTOR / LEAD ARTIST

Worked with Mick Fleetwood and music engine designer Jimmy Hotz to create a unique and compelling experience using a proprietary electronic instrument and player technology. Was involved with all phases of production including all R&D prototypes. Created all marketing materials, designed the tradeshow and booth experience, and produced two Enhanced CDs utilizing the Hotz technology. Titles shipped: *Hotz Trax* (Music Engine), *Hotz Trax 2*, *The Little Mermaid ECD*, *Alanis Morissette ECD*.

INTERNETWORK MEDIA, DEL MAR, CA

1997

CREATIVE DIRECTOR / EDUCATIONAL DESIGNER

Created several interactive educational titles for NOAA and USGS. "The Hardening Coast" was produced as a standalone kiosk and placed in all 17 National Marine Reserves. "Volcanoes" for the USGS was an educational CD documenting every volcano on the planet with its history, pertinent documentation and video. Led the production team and coordinated all expert resources supplied by the two national institutions. Titles shipped: *USGS: Volcanoes*, *USGS: Global Change*, *NOAA: The Hardening Coast*.

— PROFESSIONAL EXPERIENCE, *continued* —

RGAL/LA (ROBERT GREENBERG & ASSOCIATES), HOLLYWOOD, CA 1996 - 1997

3D PRODUCTION SUPERVISOR / LEAD 3D ARTIST

Designed what is now called "Photo Geometry", a technique to secure the likeness of a photograph and display it as a 3D model. This technique was presented at Siggraph 1997 as a white paper and received accolades for its application. Led small production team in the recreation of Manhattan's lower east side as the environment to play a game of street golf. Managed production schedules and art team in the documentation and recreation of all elements including autos, street signs, streets, buildings, establishments and obstacles.

HOUSE OF BLUES NEW MEDIA, HOLLYWOOD, CA 1994 - 1995

EDUCATIONAL DESIGNER / GAME DESIGNER

Contracted by the actor Dan Ankrøyd and billionaire Isaac Tigret to design two properties for the House of Blues New Media, an educational property and a game based on the Blues Brothers movie. The educational model attracted a lot of attention for its use of the internet, university libraries and for its creative navigation system. PC Titles Shipped: *Black American History, The Blues Brothers - The Quest*.

PENDEL OF AMERICA, LOS ANGELES, CA 1994 - 1995

WRITER / PRODUCER / LEAD ANIMATOR

Designed and created video ad campaign using computer graphics. Devised a marketing concept of an animated pen on a series of adventures; wrote the script, modeled, textured, animated, edited and hired a musician for the score. Both of these videos won National Awards. The videos were so successful that Pendel requested a subsequent Print Ad which became their best selling ad to date.

THE GRAPHIX ZONE, NEWPORT BEACH, CA 1992 - 1994

INTERACTIVE ARCHITECT / LEAD ARTIST

Designed the environments for two of the very first interactive experiences using musical properties. Both of these titles won national awards and garnered press coverage mostly for their uniqueness and their combined presence of a new media. *Olympic Wrestling* was the very first athletic / educational multimedia title ever made, and it was also the first to control an external device (laserdisc player). Designed the navigation, the user interface, programmed the code and created all visual graphic elements. Titles shipped: *Bob Dylan: Highway 61, Prince Interactive, Olympic Wrestling*.

PARSONS ENGINEERING, PASADENA, CA 1992 - 1994

PROJECT LEAD

Designed, modeled, animated and edited all-CG architectural animation for Port de Plaisance Project, a resort concept in the Bahamas. This animation won Architectural Animation of the Year in 1994 from the AEC. Completed an architectural walkthrough commissioned by the King of Saudi Arabia for a potential military base design. Responsible for all aspects of production, from concept to animation, using 3D Studio.

— EDUCATION —

Animation Mentor, San Francisco, CA ● Diploma in Advanced Character Animation Studies, 2007
Watts Atelier of the Arts, Encinitas, CA ● Traditional Drawing / Painting Studies
RFX, Los Angeles, CA ● Softimage|3D Training Program
Adobe Systems, Inc., San Jose, CA ● Adobe Product Line Training
USC, Los Angeles, CA ● Advanced Computer Graphics Coursework, 1987-1988
Orange Coast College, Costa Mesa, CA ● Undergraduate Studies, 1985-87

— AWARDS AND ACCOMPLISHMENTS —

- Appointed Official Art Director for Lord of the Rings (Tolkien Enterprises)
- New World Computing Cinematic Team's entire reel featured at Siggraph Computer Animation
- Featured in Discreet's Game Cinematic Reel, website and print materials.
- Named to Technical Advisory Board and served as 3D Instructor for the American Film Institute.
- Represented Apple Computer at 3 National Trade Shows: New Media Expo, Showbiz Expo, Apple New Media Forum
- Authorized Voting Member, Academy of Interactive Arts and Sciences, Creative Technical categories
- Architectural Animation of the Year (AEC), 1994
- Invited Guest Speaker: Game Developers Conference, American Film Institute, San Diego Multimedia Association, Siggraph, DragonCon, NIME, IGDA