*alexandra*BODEN
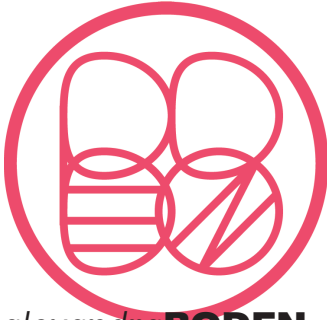
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Hello!

I'm an art and design leader with a keen eye for character design, animation, motion design, and branding. I've developed a strong passion for emerging technology which has led me to work in VR, AR, and Metaverse-related projects.

In production, I'm a jack-of-all-trades 3D workhorse with a proven track record of producing high quality work on time and under budget. I thrive particularly well in roles that require a high degree of cross functional coordinated work between art, product, and engineering teams.

EXPERIENCE

GENIES
Modeling Lead (2021-2022)
- Lead the charge for modeling workflows for the both the internal team of 10 artists as well as 4 oursource studios, ensuring documentation and communication of requirements were iron clad, with additional video tutorials to make knowledge sharing easy and schedule-agnostic, and provided timely feedback. Increased modeling output by 425%.
- Rolled out new processes for creative critique as well as artist QC to ensure the highest quality and most efficient output, leading to exceeding the team's OKR of character models per month by an average of 2.5 models
- Was a key contributor to Genies Appeal project, whose mission was to increase the overall art quality of the avatar product.
- Created artist-friendly scripts and procedural workflows, automated repetitive tasks, shortening the person-hours by ~20 hours per month.

RYOT
CG Art Lead (2018-2021)
- Created AR proof-of-concept responsible for company-wide animation initiative.
- Led a team of TD's, animators, and Unreal developers to create RYOT's first original series, "Hypezilla."
- Led a production team in the creation of a series of AR activations used to secure development deals with Disney, as well as production deals with Procter & Gamble and Jaguar.
- Directed RYOT's premiere augmented reality short film, later converted to Mixed Reality for a debut on Magic Leap.

Senior CG Generalist (2016-2018)
- Pitched an animation-centric development plan to the CEO in the early days of XR, resulting in new title
- Won a Verizon-wide Hackathon; my winning project was to create virtual spaces in AR all around Los Angeles in which women could share their Me Too stories
- Facilitated integration of game engine software into the production pipeline by rapidly becoming familiar with realtime rendering and directing a small team of Unity developers
- Art directed and animated Time magazine's first ever augmented reality cover, leading to further partnerships with Time Inc, Entertainment Weekly, Sports Illustrated, and National Geographic

FREELANCE
Motion Graphics & VFX Credits (2014-2016)

AGENCY
TBWA\Chiat\Day, Nissan - 3D Animation
TBWA\Chiat\Day, Toyota - 3D Animation
Boeing - Art Direction, 2D Animation
Butcher Post, T-Mobile - Art Direction, 3D animation
Butcher Post, Jaguar - Art Direction, 3D Animation
Butcher Post, NatureMade - 2D Animation
Big Block Media, NBA - Production Coordinator
Big Block Media, World Poker Tour - Production Coordinator
Big Block Media, Toyota - Production Coordinator

FEATURE FILM
Guardians of the Galaxy, Cantina Creative - Compositor
Fast and Furious 7, Cantina Creative - Compositor
Hunger Games: Mockingjay 1, Cantina Creative - Compositor
Hunger Games: Mockingjay 2, Cantina Creative - Designer, Compositor

KILOGRAPH
3D Motion Artist (2013-2014)
- Animated CG camera layouts and 3D motion graphics showcasing architecture and building identity
- Gained skills in architectural rendering and photorealistic lighting and shading
- Guided clients in developing brand identity for real estate developments worth over $30 million

SKILLS

Artist Management
Art Direction & Critique
Presentation & Public Speaking
Project Management
Artist Mentorship
3D Modeling & Look Dev
Stylized Character Modeling
Character Animation

SOFTWARE

Maya
Zbrush
Unreal Engine
Houdini
Substance Painter
Blender
Arnold, Redshift, Octane
Adobe Suite

Perforce
Github
Ftrack
Airtable
Shotgun
Excel, Microsoft Office

EDUCATION

Otis College of Art and Design (2019)
Extension Program, Digital Media Arts
Animation Collaborative (2019)
Character Animation, mentored by Pixar's Michal Makarewicz

Animsquad (2015-2016)
Intermediate, Advanced levels
Mentored by Pixar's Frank Abney
Emerson College (2009-2013)
Animation BFA