

## St. John W. Colón

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### **10/13 - present • DreamWorks Animation, Glendale, California • Lead Artist**

Responsible for leading the art team for the DreamLab R&D division, specializing in Virtual Reality experiences.

- Launched a world premiere VR experience [DragonFlight 4D in Times Square](#) to promote How to Train your Dragon 2.

### **8/09 - present • University of Southern California, Los Angeles, California • Adjunct Professor**

Instructor for CSCI-180 "A History of Video Games" and lecturer for CSCI-526 "Mobile Games", requisites for interactive sciences.

- Noted on evaluation by Interactive Dept. Co-director as having "knocked it out of the park".

### **3/13 – 8/13 • Marvelous USA (formerly XSEED Games), Irvine, California • Art Director**

Responsible for Art Direction and coordinating marketing and art production for all iPhone and Android game titles. Responsible for leading the character art, environment art and user interface teams, validating navigational framework, addressing technical requirement and localization standards for all art assets.

- Set core technical and aesthetic standards for the studio
- Mentored staff in UI/UX, modeling, rigging, lighting, vfx, and animation techniques

### **12/11 – 3/13 • Easley-Dunn Games, Los Angeles, California • Co-founder / Vice President**

Responsible for coordinating production across multiple teams for several iPhone and Android game titles. Responsible for overseeing in-game economies, analytics and ensuring game balance and localization standards for all art assets.

- Created production pipeline to manage external development for decentralized members of the team.
- Co-wrote and managed use cases, business cases and scope management plan
- Initiated and authored social network mechanics and designed in-game purchase systems.

### **6/11 – 12/11 • Cold Dish Games, Los Angeles, California • Producer / Art Director**

Responsible for coordinating Production and Art Direction for iOS and Android games.

- Recruited and directed a team of 15 developers with overall responsibility for schedule and milestones
- Created production pipeline to manage external development for decentralized members of the team.
- Co-wrote and managed use cases, business cases and scope management plan
- Responsible for addressing technical requirement and localization standards, and overseeing all art assets.

### **8/11 – 3/13 • Los Angeles Film School • Faculty Director**

Oversees faculty and develops curriculum for Computer Animation and Games Program. Responsible for teaching Video Game development in both the Computer Animation and Game Program. 17 Faculty, 268 Students across two departments.

- Directed initiative to rebuild the video games curriculum to include mobile development.

### **8/09 – 6/11 • Real Life Plus, Inc., San Mateo, California • Co-founder / Executive Producer**

Responsible for managing internal and external development of online entertainment, setting core technical standards in a variety of areas, defining production pipeline, overseeing creative and aesthetic quality, mentoring leads, managing analytics, recruiting new talent and communicating efficiently and effectively with all departments to ensure timely delivery of a quality product.

- Recruited and directed a team of 14 developers with overall responsibility for schedule and milestones
- Wrote and managed use cases, business cases, development budget and scope management plan
- Initiated and directed technology that allows fully customizable facial features and clothing

### **08/99 - 8/09 • Heavy Iron Studios, Los Angeles, California • Principle Artist**

Responsible for leading the character and environmental art team and user interface team. Responsible for setting core technical standards within the art department. As Director of Outsourcing, managed external development and budgets.

- Reduced overall project expenses 20% on Nickelodeon's "SpongeBob SquarePants: Truth or Square" by directing all studio domestic and foreign outsourcing and managed production teams on location in Shanghai and through online resources.
- Created an unprecedented level of team performance by re-designing the development pipeline and team analytics.
- Directed an initiative to hit 60 fps as a technical quality standard for Xbox360, PS3 and Wii.
- Recipient of the THQ 2005 Team Award, a year in which Heavy Iron Studios accounted for 40% of THQ's annual revenue from sales of Pixar's "The Incredibles" and Nickelodeon's "SpongeBob SquarePants: The Movie".

**University of California, Los Angeles, California.** Master of Fine Arts degree, 1995. Major: Printmaking, Digital Art.

**Georgetown University,** Washington D.C. Bachelor of the Arts degree, 1990. Major: Fine Art. Received highest departmental honors.

**Software:** Microsoft Suite (Word, Excel, PowerPoint, Visio, Project, Sharepoint), Maya, MEL, Unity 3D, Adobe Suite (Illustrator, Photoshop, After Effects), HTML, Java, VB Script, Google Analytics, Blackboard, Moodle and software learned as needed.