

JOSH ATACK

CONCEPT ART & ART DIRECTION

London & South East UK.
www.badgertracks.net
badgeratack@gmail.com

Summary

Concept Artist and Designer with a proven history of being first on a project to lay down art direction, mood and setting.

I have worked on award winning games across PC, Mobile and Consoles plus Advertising and Film.

I have handled artist hiring, outsource management, delivery of assets, managing a team and being left to build a project autonomously. I have also been trusted with one of one meetings with directors to establish a relationship and understand their creative goals and direction.

World building is my passion, I love mentoring other artists and pushing the project to be visually stunning while really connecting with the viewer.

Experience

Freelance Concept Artist

September 2016 - Present.

Clients include -

- Framestore - Guardians of the Galaxy 2 & Unannounced Projects
- Punch Drunk - Unannounced project.
- Edgecase Games - Fractured Space.
- Ubisoft - Unannounced Project
- Territory Studio - Unannounced Project

- Suspicious Developments - Heatsig
 - Elite Dangerous Pen & Paper RPG
- Further clients in Advertising, Mobile and Gaming.

Lead Concept Artist - Space Ape Games (Permanent)

February 2014 - September 2016

At Space Ape I was hired as the only concept artist, and as such responsible for concept art across all IPs, moving between all the different styles that called for. Then I managed the growth of the concept team, reviewing portfolios, arranging interviews and art tests.

I was responsible for art approvals at such time as our Studio Art Director was away or unavailable, including out source partners.

I was the sole Concept Artist during the development of the award winning and commercially very successful Rival Kingdoms. Heavily involved in creating the world of Rival kingdoms, concepting almost all the characters and buildings, while continuing to create new assets for all other IPs.

I was the first Concept Artist on Transformers: Earth wars, tasked with breaking down the visual language of Transformers and creating style guides for the 3D team and out-sourcing, meeting face to face with Hasbro to ensure our art goals were the same.

During production I was responsible primarily for the character pipeline, dealing directly with Hasbro and feeding back to our 3D and Animation teams, both in-house and out-sourced.

Responsible for art vision & art direction on unannounced projects, dealing directly with out-sourcing and 3D teams. Lead on various projects, working with all departments to ensure art assets were delivered on time and at quality.

Concept Artist - Frontier Developments (Permanent)

April 2012 - February 2014

Primary concept artist on the 'Elite: Dangerous' kickstarter pitch, managing my own time to meet deadlines needed for public and internal art work.

Laying down first exploration of key game concepts as well as simply creating assets to be modelled.

Continuing concept support and art direction, adjusting work-flow from 3 full time people to a full production 80+

Designed a wide variety of 'hard sci-fi' Spacecraft and Space Station to meet a high standard of scientific plausibility while maintaining the 'Elite' aesthetic.

Providing quick fire images for press, internal development and storyboarding.

Lead cover during such times as the concept lead was away or unavailable.

Heavily involved in bringing a classic aesthetic up to date, by creating style guides and in depth reference and direction across other disciplines.

Supporting and directing 3D assets through the pipeline from conception to finalised asset.

Concept Artist at Opus Artz Ltd (Permanent)

February 2010 - March 2012

Working on, amongst others:

Dishonored (pre production concepts)

Doctor Who Adventure Games (enviro concepts)

Sniper: Ghost Warrior 2 (environmental concept)

Square Enix (unannounced project)

Irrational games, (Bioshock Infinite)

Electronic Arts

Vast interactive

Paradox interactive

Runner at Peerless Camera Company

October 2009 - January 2010 (4 months)

- Post Production VFX for Prince of Persia, Wolfman, amongst others.

Honors and Awards

Best New Studio 2014 - July 2014 - **Develop**

Best Independent Studio 2015 - July 2015 - **Develop**

Best Independent Studio 2015 - November 2015- **TIGA**

New Games IP - Mobile - July 2016 - **Develop**

Game of the Year - Rival Kingdoms - November 2015 - **TIGA**

Best Strategy Game 2016 - Transformers: Earth Wars - **TIGA**

Game of the Year 2016 - Transformers: Earth Wars - **TIGA**