

Technical Art Director



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Dublin, Ca

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My specialty is in transforming the visuals of 3d games into looking like the original gorgeous 2d concepts. For over 10 years I have been inventing and creating non-photorealistic shaders as part of my artistic approach.

I focus on the rendering and shading side of production design; working between the Art Director and the engineering team to achieve results. My core background as a tenured environment artist gives me a solid foundation for realizing stylized lighting and optimizing performance issues.

Lead Environment Artist Funplus - Chiseled Games

12.16 - Present
BlastSquad - Android & IOS

- *Designed game's custom rendering platform*
- *Created procedural motion graphics for UI*

Lead Environment Artist Zynga

06.11 - 12.16
Farmville 2 - Web, Multiple Games - Unreleased

- *Co-Developed a terrain system for flash*
- *Co-invented patented rendering technique*

Contract Object Modeler Electronic Arts

04.11 - 06.11
Sims 3 Pets - Multiple Platforms

Contract Environment Artist Electronic Arts

03.10 - 12.10
Sims 3 Nintendo - 3DS

Environment Artist Vector Unit

02.10 - 03.10
Hydro Thunder Hurricane - XBLA

Senior Environment Artist RedBana US

09.08 - 02.10
Hellgate London, Live Team - PC

Contract Environment Artist Electronic Arts/Maxis

03.08 - 08.08
SimAnimals - Wii

Environment Artist Perpetual Entertainment

08.05 - 09.07
Gods and Heroes - MMO PC

Bachelor of Science, Art Institute of California - San Francisco
03 - 08

Awarded Zynga's Creative Elite Award
Q4 12

samples available at www.joewehland.com