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Professional Experience:

LucasArts. Presidio, San Francisco
2010-Present **Lead Artist Unannounced title**

Art Quality & Organization:

- Managed Art Team to make sure the highest quality Art is delivered.
- Worked closely with the Art Director, Concept & Character Artists & Animators to make sure that highest quality art work is produced in the most efficient way. Defined Art Pillars for the game.
- Worked across discipline to figure out Art dependencies & informed other disciplines about the art requirements. Defined monthly Art Schedules with weekly breakdowns following the dependencies.
- Defined team structure & also the staffing requirements for the project's immediate & future needs.
- Worked on testing the pipe line early in the project. Informed Technical Art about the Art requirements & challenges early in the project.
- Applied & tailored the SCRUM process for Art Team following the Scrum master training.

Art Feedback:

Weekly Art Review Meetings:

- Organized a unified weekly Art Meetings for all the artists to promote the exposure across disciplines within art. Provided very specific feedback to the artists on the progress & also helped them with any technical issues during the meeting or offline.

Art Style Guides:

- Created Art Style Guides for Characters, Locations, Weapons, Vfx & Animation. The guides Provide useful Artistic & Technical data to build the game.

Brainstorms/ Inter Discipline Communication:

- Setup Brainstorm Sessions early in the Project to provide design with more ideas & reference for their future plans. These included Brainstorms focused on Locations, Weapons & Characters.

2008-2010 **Lead Environment Artist StarWars Force Unleashed 2,
StarWars ForceUnleashed (The Ultimate
Sith Edition.)**

Out-Sourcing:

- Worked with Production & Technical Art Group to get the outsourcing planned & tested. To streamline the outsourcing & minimize overhead on internal Art & Production, bundled packages & spec sheets were used. This turned out to be very efficient & economical during the Production phase. Provided feedback on the outsourced objects & integrated all geo in the game.

Tools Improvement:

- Provided feedback to the shared Tech efforts to improve the Environment Art Workflows & Pipeline. This included providing the requirement docs to the RnD group & also showing click by click demos to highlight issues in the workflow. Also helped the engineering team set the priorities on the task list generated from the requirement docs & click by click demos.

- Managed & lead the Art team for the DLC (Downloadable Content Xbox360 & PS3). Helped production to Layout the Project schedule. Followed & tracked the Environment Art schedule on weekly basis. Reallocated resources or made cuts in certain areas to stay on target. Finished & polished the level Art based on the design layout.
- Helped Environment artists with their annual & quarterly goal & reviews.
- Worked with Production to outsource props. Created reference/Spec sheets for outsourced assets. Provided on-going feedback to tools engineers to make the Environment Art workflow faster & more fluid.

2006-2008 **Senior Environment Artist StarWars - The Force Unleashed**

- Mentored & provided support to the Environment Artists whenever needed. This included demonstrating use of advanced next-generation internal & external tools (Zeno, Z-Brush & Maya). Provided art direction to junior artists when necessary. Provided updates to the Environment Art team regarding the latest development in the internal productions tools. Provided Art TD's, Engineers & QA feed back to improve internal production tools. Primary focus was making the art pipeline more efficient & productive & also improving Lighting & Shading quality & workflow.
- Built & polished the assigned worlds in a way that truly demonstrated the Quality of Next-Gen Production. This included Modeling, Lighting, Shader creation, Texturing & Optimization for Xbox360 & Ps3.

Activision. Foster City, CA

01/2006 to 04/2006 **Lead Lighting Artist XMEN-3**

- Polished the game environments for final pass lighting. This included setting & tweaking full-screen effect like HDR, Fog & color adjustment.

04/2005 to 01/2006 **Lead Environment Artist/Interim Art Director XMEN-4**

- Lead the concept team during the Pre Production phase of Xmen-4.
- Worked with the Project Lead & concept team to define look for the PreVis for Xmen-4. Also provided direction for the early character concepts.
- Worked with the Art Director to finalize the pre-production demo for XMEN-4. Learned Unreal3 editor & Z-Brush & helped the junior artist to familiarize them with the new Editor & Z-Brush.
- Created Next-Gen demo using the editor in 5 weeks.

04/2004 to 04/2005 **Lead Environment Artist IronMan**

- Lead the Environment Art Team to generate assets & build Environments and worlds.
- Worked with the engineers to refine the pipeline & improve visual quality.
- Trained the new artist on production tools and engine/export pipeline.

12/2002 to 04/2004 **Senior Environment Artist XXX, IronMan**

- Created levels using 3dsmax & Photoshop.

The Collective. Newport Beach, CA

06/2002 to 12/2002 **3d Environment Artist Career Criminal**

- Conceptualized, Modeled, Lit & Textured 3d Environments for Xbox & PS2.

SoftMirage Inc. Los Angeles, CA

11/2001 to 06/2002 **Senior 3d Artist**

- Work involved Modeling, Texturing, Lighting & Animating Buildings & 3d environments.
 - Post Production included Compositing 2d elements into 3d.
 - Also organized weekly tutorials to teach other co-workers 3dsmax & After Effects.
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Academy of Art University. San Francisco, CA

03/2001 to 06/2001 **Teacher's Assistant**

- Assisted two instructors for Maya 1 undergraduate classes. Assistance was required by the Animation instructors in the areas of Modeling & Texturing.
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Isbah Hassan & Associates. Lahore, Pakistan

03/1999- 03/2000 **Architect**

- 1-year experience as an Architect. Work involved Designing, 3d Animations, Client Dealing, Office Management & Site Visits.
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Education:

2010 **Certified Scrum Master** (Scrum Alliance)
2009 **Project Management Mastery** (IPS Learning)
08/2000- 06/2001 Studied at the **Academy of Art College**, San Francisco in the **Graduate program for Computer Arts. G.P.A 3.6**
03/1994- 03/1999 National College of Arts, Lahore, Pakistan
B. Architecture 1999
Passed with **Distinction**.

Publications & Awards:

"Maya 4.0 Fundamentals". Pg: 244-245
"Computer Graphica". Cover Page
"Animago Awards 2002 "Best Architectural Visual"
Finalist in the "Academy of Art University Spring show"

Additional Information:

References will be furnished upon request.