

# Marcus Ghaly

## Personal Details

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## Education

Bachelor of Arts | University of Washington | Interdisciplinary Visual Arts | 2003  
Master of Science | Malmö University | Interaction Design | 2012

## Skills

Art | Maya, Photoshop, 3ds Max, Unreal, Unity 3D, Illustrator

Dev | C# in Unity, Processing, Arduino, Physical Computing, HTML and CSS

Design | Low to Hi-Fi Prototyping, Video Prototyping, User-Centered & Participatory Design, User Research, User Testing

## About Me

I want to build the future and real-time 3D, Interaction Design, prototyping, and tinkering with technology is my way of doing it

## Senior Interaction Designer

Identitymine | Design Consultancy | September 2012 - present

- As a Design Lead I developed user experiences based on clients' proposal requests
- Played a key role in brainstorming sessions with the design team, producers, programmers, and clients
- Wireframed user interfaces for kiosks, Smart Glass, Windows 8 apps, Kinect, and touch screens
- Created asset lists, time estimates, feature lists, and pitch presentations
- Project coordinated with producers and engineers to establish requirements, determine feasibility, course correct, and meet deadlines and client expectations
- Made prototypes to test designs ranging from paper prototypes to rendered stills, video prototypes, animations, and basic coding

## Interaction Designer

RIM Blackberry / TAT | Masters Thesis Project | January 2012 – June 2012

- Extensively surveyed existing products, services, and research in the design space
- Conducted numerous user interviews at each stage of the design process
- Developed video prototypes to explore user interactions and order of operations
- Created lo-fi, medium, and hi-fi mockups as well as functioning hi-fi prototypes

## 3D Artist | Senior Artist | Environment Co-Lead

Sony Online Entertainment | The Agency | November 2006 – August 2010

- Created props, physics assets, buildings, lighting, interiors and exteriors, shaders, prop'ed levels, environment textures, etc
- Helped to refine our pipeline, worked with dev's to create, update, and revise tools
- Made video documentation of our pipeline and process for training and outsourcing
- Mentored new-hires
- Assigned to the skunk works team that developed the Tileset Editor, which had to maintain performance, visual standards, and work with design constraints
- Reviewed outsourced work and had in-studio and on-site visits with outsourcers
- Promoted to Environment Co-Lead and lead a small team to create levels, props, lighting, texture sets, and closely work with design on level concepting and creation
- Created task lists, time estimates, gathered reference, assisted in art-direction, tracked man-hours, and presented at studio reviews
- Worked with management team to time-box and schedule my team's goals until ship and presented this schedule to the Vice President of Sony Online Entertainment

## 3D Artist | Technical Artist

Gas Powered Games | Supreme Commander, Space Siege | July 2004 – October 2006

- Created assets ranging from tanks, to battleships, to super units, and associated animations, textures, and helped define look and feel
- Interfaced with dev's and content engineers to develop art tools, model viewers, shaders, establish conventions, art asset stress-testing, scripting, asset tracking, particle effects, etc
- Provided 3ds Max tools / pipeline technical support
- Hosted training sessions on normal map creation, shader-tech, terrain and unit creation, and asset specifications
- Trained Next-Gen team on Z-Brush, DX9 shaders, and created content for Next-Gen game pitches
- Communicated art team needs and requirements to dev's, design, and content engineering, and vice versa

## 3D Artist

Microsoft Game Studios | Mythica | August 2003 – May 2004

- LOD'ed PC and NPC assets, weighted NPC's, fixed bone count / skeleton / animation issues on NPC's, re-weighted and fixed weights on PC's
- Generated small army of monster assets from extremely limited concept art resources
- Worked directly with Nvidia dev's to enhance and expand Nvidia's own DDS Photoshop plug-in. Worked with our art team to implement these new features and coordinated with dev's to incorporate features into our pipeline
- Worked with DX9 shaders and Maya shader networks in Next-Gen environment
- Interfaced with dev's, test, and design to create an easy process for artists to get and run builds, and add or manipulate art assets without requiring external assistance
- Coordinated meetings between art and dev's to fix current problems, prevent future problems, and streamline workflow between our different groups