



Brad Shuber

Creative Leadership / Art Direction

What do I Bring to a Team?

- **Art Direction:** Established compelling visual directions closely aligned with narrative, design, and dev. Experience with all phases of development, as well as supporting single products and large franchises beyond launch.
- **Creative Direction:** I have authored game design documents, narrative outlines, UI / UX direction, player experience goals and project pillars. I was responsible for the initial design and content strategy for the character creator and marketplace for the Bedrock version of Minecraft.
- **Technically Minded:** I have a wide breadth of working knowledge in the Unreal Engine. While I am not an expert in all areas, I understand how things work together, giving me insight to art direct holistically. I have also solo developed entire product demos and prototypes. I am extremely comfortable in blueprints to create all sorts of features, from simple PCG graphs to inventories, questing systems, and controlling the flow of data through structures and data tables.
- **Team Management:** I have led diverse internal and external art teams, overseeing career development, team health, and production quality with clear direction, documentation, and constructive feedback.
- **Expansive Leadership:** Experience with leadership roles at an executive, studio, project, and individual team levels. I have presented project goals, plans, and progress to across organizations and departments.
- **Brand Management:** I have represented large international brands like Minecraft to maintain franchise goals, ideals, and to enforce project pillars.
- **Beyond the Product:** I have supported experiences such as physical events, merchandise, store displays, and marketing materials. I have also participated in print, prerecorded as well as live media interviews.
- **Alternative platform Experience:** I have created projects, demos, and showcase experiences on alternative platforms including VR, AR, and HoloLens

Platform Experience: XBOX | PlayStation | PC | Mobile | AR | VR | HoloLens | Unreal | Unity

Career Timeline

- **Probably Monsters** | Art Director
 - June 2024 - Present
 - Released Titles: Ire: a prologue (October 2025)
- **Veridian Forge** | Co-Founder and Creative Director
 - July 2022 - Present
 - Unreleased Project: Chaos Pattern
- **Big Sky Digital** | Founder
 - Sep 2020 - Jun 2022
- **Microsoft: Minecraft Earth** | Principal Art Director, Project Leadership
 - Jan 2019 - Aug 2020
 - Released Titles: Minecraft Earth, Numerous DLC Releases.
- **Microsoft: Minecraft** | Principal Art Director, Project and Executive Leadership
 - Jan 2015 - Jan 2019
 - Released Titles: Windows Edition, Bedrock Edition, Numerous DLC Releases.
- **Microsoft: Project Spark** | Art Director, Art Lead
 - Aug 2011 - Dec 2014
 - Released Titles: Project Spark, numerous DLC packs, special partnership events.
- **Airtight Games** | Art Director, Lead Environment Artist
 - Sep 2009 - Aug 2011
 - Released Titles: Dark Void
- **Surreal Software** | Lead Environment Artist
 - May 2005 - Sep 2008
 - Unreleased Project: This is Vegas
- **Image Space Incorporated** | Art Director/Artist
 - May 1995 - April 2005
 - Released Titles: 9 Racing Titles with EA Sports (Club Racing, Formula 1, and NASCAR)

Email: brad@bradshuber.com | Phone: (425) 591-1341 | Web: www.bradshuber.com

LinkedIn: www.linkedin.com/in/bshuber | Location: Mukilteo, WA, USA



Brad Shuber

Creative Leadership / Art Direction

Experience Break Down:

- **Probably Monsters** | Art Director
 - June 2024 – Present
 - Released Titles: Ire: a prologue (October 2025)
 - **Experience:**
 - Established an art direction deeply integrated with narrative
 - Developed pipelines and guidelines based on low timelines and limited resources.
 - Created Art Bibles and Documentation with Confluence and Miro
 - Task Tracking via Jira
 - Team leadership and management
 - Outsource and co-dev selection and management
 - Individual Contributor work including texturing and modeling work, level layout and set dressing, as well as lighting in Unreal 5.4.
 - **Accomplishments:**
 - Shipped a game with less than 11 months from ideation to Ship.
- **Veridian Forge** | Co-Founder and Creative Director
 - Jan 2022 – Present
 - Project: Chaos Pattern
 - **Experience:**
 - Jointly ran the studio. Overall studio direction, budgets, hiring, publisher relations
 - Directly responsible for art direction, design direction, Audio design, UI / UX, marketing
 - Individual Contributor work in Unreal 5.3 including texturing, modeling, animation, UI /UX, UVs, VFX, Audio, and intermediate level blueprinting.
 - The details of marketing on various platforms.
 - How to setup and work within the Steam framework.
 - Theories, process, approach, and preparation of Kickstarting a game
 - **Accomplishments:**
 - Founded a studio that acquired an Epic Mega Grant, got our game in front of 8 publishers, and was able to hire contractors.
- **Big Sky Digital** | Founder
 - Sep 2020 – Jun 2022
 - **Experience:**
 - Founded and ran the studio. Legal decisions, Studio direction, budgets
 - Art direction, design direction, Audio design, UI / UX, marketing, and programming in C#
 - Intermediate level knowledge of the Unity Engine
 - **Accomplishments:**
 - Founding my first studio, created 2 deep game demos, and prototyped many smaller ideas.
 - Learned C# and was able to effectively use it to prototype multiple experiences
 - This was a really a period of learning for me, gaining knowledge I needed to be successful at a new scale.
- **Microsoft: Minecraft Earth** | Principal Art Director, Project Leadership
 - Jan 2019 – Aug 2020
 - Released Titles: Minecraft Earth, Numerous DLC Releases.
 - **Experience:**
 - Art Bibles and documentation
 - Team leadership and management

Email: brad@bradshuber.com | Phone: (425)591-1341 | Web: www.bradshuber.com
LinkedIn: www.linkedin.com/in/bshuber | Location: Mukilteo, WA, USA

- Partner relationships. I worked with various companies like Mattel, Walmart, Target, Lego and others. I was responsible for working with them on brand appropriate collaborations.
 - Communication of project progress with Minecraft leadership as well XBOX leadership
 - Represented the project in the media and in public in various formats including magazine articles, television interviews, and televised panel discussions.
 - Directed numerous DLC packs after launch.
 - Worked with internal and external agencies as the brand representative. Helped create content that was presented worldwide in various forms and sizes.
- **Accomplishments:**
 - Instrumental in the creation of a new kind of worldwide geo location-based AR experience
 - Was trusted to expand and build upon the most recognizable franchise in the world knowing that I would and could keep the foundations of Minecraft throughout.
 - Numerous patent awards.
- **Microsoft: Minecraft** | Principal Art Director, Project and Executive Leadership
 - Jan 2015 - Jan 2019
 - Released Titles: Windows Edition, Bedrock Edition, Numerous DLC Releases.
 - **Experience:**
 - Art Bibles and documentation
 - Team leadership and management
 - Member of the Extended Leadership team for the Minecraft Franchise
 - I was responsible for working with various external groups on brand appropriate collaborations as well as advertising, marketing, and event opportunities such as E3 and Minecon.
 - Communication of project progress with Minecraft leadership as well XBOX leadership
 - Represented the project in the media and in public in various formats including magazine articles, television interviews, and televised panel discussions.
 - Directed numerous DLC packs that included working with external brands like Wizards of the Coast, Power Rangers, and Disney
 - Worked with internal Microsoft groups on collaborations like Xbox boxes designs, controller designs, and more.
 - **Accomplishments:**
 - Instrumental in the creation of the current Minecraft Marketplace by partnering with the business teams as well as other internal Minecraft groups to produce content and strategies that met a complex set of needs, goals, and expectations.
 - Built, from scratch, an internal art team for Microsoft that partnered with other Minecraft teams. Built a culture of trust and collaboration amongst teams based in different parts of the world with different cultures, goals, perspectives, and skillsets.
 - Part of a team that built and presented an innovative HoloLens version of Minecraft featured on the E3 showcase stage event.
- **Microsoft: Project Spark** | Art Director, Art Lead
 - Aug 2011 - Dec 2014
 - Released Titles: Project Spark, numerous DLC packs, special partnership events.
 - **Experience:**
 - Art Bibles and documentation
 - Team and project leadership and management
 - I was responsible for working with various internal and external groups on brand appropriate collaborations as well as advertising, marketing, and event opportunities such as E3 and Pax East.
 - Communication of project progress with studio leadership as well XBOX leadership
 - Represented the project in the media and in public in various formats including magazine articles, television interviews, and televised panel discussions.
 - Identified, tested and directed various outsource companies.
 - Directed numerous DLC packs.
 - **Accomplishments:**

Email: brad@bradshuber.com | Phone: (425) 591-1341 | Web: www.bradshuber.com
 LinkedIn: www.linkedin.com/in/bshuber | Location: Mukilteo, WA, USA

- Created an unmatched innovative multiplayer experience of creation on multiple platforms.
 - Created a flexible and unique art style from the ground up that needed to meet very unique and challenging design and technology specs.
- **Airtight Games** | Art Director, Lead Environment Artist
 - Sep 2009 - Aug 2011
 - Released Titles: Dark Void
 - **Experience:**
 - I was the environment art lead on Dark void and an Art Director on various unannounced projects.
 - I directed the environment art and lighting team.
 - I worked very closely with design and dev to make sure the games environment elements came together on Dark Void and early on for Murdered: Soul Suspect.
 - Managed day to day operations as well as long term planning through detailed asset lists, evolving workflows, and tight collaboration.
- **Surreal Software** | Lead Environment Artist
 - May 2005 - Sep 2008
 - Project: This is Vegas
 - **Experience:**
 - I was the environment art lead on the unreleased This is Vegas, an open world game in Unreal 3.
 - Managed day to day operations as well as long term planning of the environment art team through detailed asset lists, evolving workflows, and tight collaboration.
 - I worked with various outsource teams to meet quality expectations on time and on budget.
- **Image Space Incorporated** | Art Director / Artist
 - May 1995 - April 2005
 - Released Titles: 9 Racing Titles with EA Sports
 - Sports Car GT
 - F1 2000
 - F1 Championship 2000
 - F1 2001
 - F1 2002
 - NASCAR Thunder 2003
 - F1 Challenge '99-'02
 - NASCAR Tunder 2004
 - rFactor
 - **Experience:**
 - I built numerous race cars and racetracks of original designs as well as specific real-world based designs.
 - Managed a small team of artists doing track and car work.