



# Brad Shuber

Creative Leadership / Art Direction

## What do I Bring to a Team?

- **Art Direction:** I have partnered with internal and external teams to establish compelling visual directions that supported and enhanced story, design, and dev. I have taken this art direction from concept to beyond launch with deep documentation as well as providing critical, detailed, yet encouraging feedback at every stage of a project's life cycle.
- **Creative Direction:** I have directed games, experiences, campaigns with responsibilities beyond art direction. I have created game design documents, narrative structure and details, UI / UX direction and documentation, player experience goals and established project pillars. I was a foundational member responsible for the initial design and creation of the Minecraft character creator as well as the Bedrock version of the Minecraft Marketplace.
- **Team Management:** I have led both internal and outsourced art teams of all sizes, comprised of diverse individuals, around the world, and of all levels of experience. Responsible for career development, team health, goals, and direction.
- **Executive Leadership:** Experience with leadership roles at an executive, studio, project, and individual team levels. I have also been responsible for communicating project goals, progress, and plans outward to executive leadership at organizations like Xbox Game Studios.
- **Brand Management:** I have partnered with various teams and companies to represent large international brands like Minecraft to maintain the franchise goals and ideals.
- **Experience Beyond Just the Product:** I have been responsible for creating and directing experiences and products that support the life cycle of the product. This includes events, physical merchandise, store displays, marketing, as well as print and video interviews.
- **Alternative platform Experience:** I have created projects, demos, and showcase experiences on alternative platforms including VR, AR, and HoloLens

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- **Platform Experience:** XBOX | PlayStation | PC | Mobile | AR | VR | HoloLens
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## Career Timeline

- **Veridian Forge** | Co-Founder and Creative Director
  - Jan 2022 - Present
  - 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
  - Project: This is Vegas
- **Image Space Incorporated** | Artist
  - May 1995 - April 2005
  - Released Titles: 9 Titles with EA Sports

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## Experience Break Down:

- **Veridian Forge** | Co-Founder and Creative Director
  - Jan 2022 - Present
  - Project: Chaos Pattern
  - **Experience:**
    - Jointly ran the studio. Overall direction, budgets, hiring, publisher relations
    - Directly responsible for art direction, design direction, Audio design, UI / UX, marketing
    - More direct knowledge of the nuts and bolts of Unreal 5.3
    - 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#
    - More direct knowledge of the Unity Engine
    - Learned C#
  - **Accomplishments:**
    - Founding my first studio, made 2 deep game demos, and started a third.
    - 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
    - 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.

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## Experience Break Down Continued:

- **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:**
    - 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.

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## Experience Break Down Continued:

- **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** | Artist
  - May 1995 - April 2005
  - Released Titles: 9 Titles with EA Sports
  - **Experience:**
    - I built from 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.