



# Brad Shuber

Creative Leadership / Art Direction

## Experience Summary

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- **Art Direction:** Established compelling visual directions on numerous projects and DLC, closely aligned with narrative, design, and dev. Directed all disciplines and have driven those teams through all phases of development, as well as growing single products and large franchises well beyond launch.
  - **Creative Direction:** Authored game design documents, narrative outlines, UI / UX direction, player experience goals and project pillars. I led the initial design and content strategy for the character creator and DLC marketplace for the Bedrock version of Minecraft leading to a multimillion-dollar ecosystem.
  - **Technically Minded:** I have a wide breadth of working knowledge in the Unreal Engine. I have singlehandedly developed entire product demos and prototypes. I am extremely comfortable in blueprints to create a variety of features like PCG graphs, inventories, as well as questing, combat and health systems. Understanding how things technically work together gives me a deep insight to art direct holistically.
  - **Team Management:** I have built and led internal and external art teams, managing career development, team health, and production quality with clear direction, extensive documentation, and constructive feedback.
  - **Expansive Leadership:** I have held leadership roles at an executive, studio, project, and individual team levels. I have presented project goals, plans, and progress across organizations and departments.
  - **Brand Management:** I have represented brands such as Minecraft to uphold franchise goals, ideals, and to enforce project pillars. Collaborated with other large brands such as Lego, Mattel, Wizards of the Coast, Target, Walmart and many others.
  - **Beyond the Product:** I have directed merchandise, store displays, marketing materials, as well as physical events. I have also been featured in print media, video interviews, as well as panel talks.
  - **Alternative platform Experience:** I have directed projects, demos, and showcase experiences on alternative platforms including VR, AR, and HoloLens
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## Career Summary

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- **Probably Monsters** | Art Director
  - June 2024 - Present
  - Released Title: Ire: a prologue
- **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 Bedrock Edition, 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)

**Skills:** Art Direction · Creative Direction · Leadership · Concept Development · Project Management · Product Strategy · Team Building · Team Development · Communication · Problem Solving · Outsourcing · Prototyping · First Person · Third Person · Unreal Engine · Adobe Suite · Games as a Service

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



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## Experience Breakdown

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- **Probably Monsters** | Art Director
  - June 2024 - Jan 2026
  - Released Title: Ire: a prologue (October 2025)
  - **Experience:**
    - Directed an art direction deeply integrated with design and narrative
    - Directed pipelines based on low timelines and limited resources.
    - Created art bibles and documentation with Confluence, Miro, and Jira
    - Team leadership and management
    - Outsource and co-dev selection and management
    - Individual Contributor work including texturing, 3d modeling, level layout, 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
    - Directed art direction, design direction, Audio design, UI / UX, marketing
    - Individual Contributor work in Unreal 5.3 including texturing, 3d modeling, animation, UI / UX, UVs, VFX, Audio, and intermediate level blueprinting.
    - Lead the effort to market our game across multiple platforms
    - Lead the process, approach, and preparation of Kickstarting our game
  - **Accomplishments:**
    - Founded a studio that acquired an Epic Mega Grant, got our game in front of multiple 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#
  - **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
    - Partnership relations. I collaborated with various companies like Mattel, Walmart, Target, Lego and others.
    - Led the communication of team and project progress with Minecraft and 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.
    - Directed internal and external agencies to create brand approved 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
    - I was one of a very few people trusted to expand and build upon the Minecraft franchise. From new characters to UI/UX, I built a strong trust amongst the worldwide stakeholders.
    - Numerous patent awards.

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



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- **Microsoft: Minecraft** | Principal Art Director, Project and Executive Leadership
  - Jan 2015 - Jan 2019
  - Released Titles: Windows Edition, Bedrock Edition, Numerous DLC Releases.
  - **Experience:**
    - Created art bibles and documentation
    - Built, directed, and managed a diverse art team that became a key component in the profitability of the Minecraft Franchise.
    - Member of the Minecraft Extended Leadership team.
    - I directed external groups on brand appropriate collaborations as well as advertising, marketing, and event opportunities such as E3 and Minecon.
    - Directed numerous DLC packs that included working with external brands like Wizards of the Coast, Power Rangers, and Disney. Those DLC packs contributed millions of dollars a month to the franchise.
    - Directed 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 Minecraft groups to produce content and strategies that met a complex set of needs, goals, and expectations.
    - Built, from scratch, an internal art team and built a culture of trust and collaboration amongst teams based in different parts of the world. Each with different cultures, goals, perspectives, and skillsets.
    - Directed the visual aspect of 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:**
    - Created art bibles and documentation
    - Internal and Outsourced Team management and project leadership
    - Directed various Minecraft groups on brand appropriate collaborations as well as advertising, marketing, and events such as E3 and Pax East.
    - Communication of project progress with studio and XBOX leadership
    - Represented the project in magazine articles, television interviews, and panel discussions.
    - 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 unique and challenging design and technology specs.
- **Airtight Games** | Art Director, Lead Environment Artist
  - Sep 2009 - Aug 2011
  - Released Titles: Dark Void
  - **Experience:**
    - Managed team schedules, career growth, quality bar, and budgeting through detailed asset lists, evolving workflows, and tight collaboration for the Environment art and Lighting teams
- **Surreal Software** | Lead Environment Artist
  - May 2005 - Sep 2008
  - Unreleased Project: This is Vegas
  - **Experience:**
    - Managed the team schedules, career growth, quality bar, and budgeting through detailed asset lists, evolving workflows, and tight collaboration for an Environment art team of over 50 people.
    - 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: F1 2000, F1 Championship 2000, F1 2001, F1 2002, F1 Challenge '99-'02, NASCAR Thunder 2003 and 2004, rFactor, Sports Car GT
  - **Experience:**
    - Built and directed others on 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.

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