

BRAD SHUBER

Art Director | Creative Director | Game Development Leader

brad@bradshuber.com | (425) 591-1341 | www.bradshuber.com | linkedin.com/in/bshuber | Mukilteo, WA

EXECUTIVE SUMMARY

Art Director and creative leader with over 30 years of experience building teams, franchises, and visual identities across AAA, indie, and co-development environments. Shipping more than 16 titles as well as dozens of DLC offerings on multiple platforms. Driving designs, content strategies, and frameworks for the multimillion-dollar Minecraft marketplace. Leading high performance multidisciplinary art teams of up to 40+ across internal studios and external partners, with a strong record of cross-functional collaboration. Equally comfortable setting creative direction at the executive level, managing franchises across large eco systems, and contributing hands-on in Unreal Engine 5. Known for direct, thoughtful leadership that prioritizes both project outcomes and individual growth.

SKILLS

CREATIVE | Art Direction · Visual Development · Style & Brand Guides · Creative Direction · Franchise Growth · Brand Stewardship · Content Strategies · Pipeline Development · Detailed Feedback

LEADERSHIP | Cross-Functional Leadership · Talent Development · Executive Communication · Collaboration

DEVELOPMENT | External Dev Management · Project Management · AAA & Indie Development · Multiplatform · AR/XR · Unreal Engine 5 (Blueprints, Optimization, Lighting, Level Design, PCG, UI / UX, Design Systems)

PROFESSIONAL EXPERIENCE

Veridian Forge | *Co-Founder & Chief Creative Officer*

01/2022 – Present

In-Development Project: Chaos Pattern | <https://www.veridianforge.com/games> | Unreal Engine 5

- Co-founded studio; drove overall product direction, budgets, hiring, and publisher relations
- Directed an original IP multiplayer indie game including a franchise level plan that spread across multiple releases, envisioned merch opportunities, as well as secondary markets such as print and video media
- Directed art, design, narrative, audio, UI/UX through expansive art guides, game design documents, narrative write ups, character bios, etc
- Individual contributor in UE5: texturing, 3D modeling, animation, UI/UX, VFX, audio, lighting, level design, enemy AI and behavior, encounter design, and blueprint scripting
- Led marketing strategy across multiple channels, including Kickstarter content and awards approach
- Secured Epic Mega Grant & pitched to several publishers via a fully playable multiplayer demo on Steam

Probably Monsters | *Art Director*

06/2024 – 01/2026

Released Title: Ire: A Prologue | <https://www.probablymonsters.com/en/ire> | Unreal Engine 5

- Directed art vision deeply integrated with design and narrative for an original IP
- Built pipelines & content strategies optimized for a limited timeline and constrained resources that enabled the team to ship in under 10 months
- Created art bibles and documentation using Confluence, Miro, and Jira
- Lead 15 remote artists. Responsible for their performance, production quality, team health, and career development through a difficult dev cycle
- Managed co-dev selection and delivery. Wrote and reviewed RFP and SOW contracts.
- Contributed additional texturing, modeling, level design, set dressing, lighting, and optimization in Unreal Engine 5.4
- Shipped Ire: A Prologue in Oct 2025

Big Sky Digital | *Founder*

09/2020 – 06/2022

- Founded and operated independent game studio
- Created game demos and prototypes using Unity and C# programming

Microsoft – Minecraft Earth | *Principal Franchise Art Director, Project Lead*

01/2019 – 08/2020

Released Titles: Minecraft Earth, Multiple DLC Releases

- Art Director and Project leader for a groundbreaking multiplayer global geo-location-based AR experience
- Built and lead an internal team of diverse artists. Responsible for performance, product quality, team health, and career development
- Created detailed project style guides, press kits, and brand guidelines
- Directed external agencies for DLC partnerships, global marketing assets, merchandise, videos, digital shows and location-based events
- Collaborated with major brand partners including Mattel, Walmart, Target, and Lego
- Directed post-launch DLC packs while maintaining Minecraft franchise standards as well as product specific pillars
- Communicated project status and team health to Microsoft and Xbox Studios executive leadership
- Represented the project publicly via magazine articles, television interviews, and panel discussions
- Part of a team that earned multiple patent awards for innovative AR gameplay features

Microsoft – Minecraft | *Principal Franchise Art Director, Project & Executive Leader*

01/2015 – 01/2019

Released Titles: Windows Edition, Bedrock Edition, Multiple DLC Releases

- Built and directed a central art team that became a key component in the profitability and growth of the Minecraft Franchise
- Foundational in establishing the Minecraft Marketplace and Character Creator, contributing to a content ecosystem generating millions in monthly revenue
- Served as member of the Minecraft Extended Leadership Team, helped to build a world class team culture
- Directed DLC content including collaborations including Wizards of the Coast, Power Rangers, and Disney
- Lead visual direction of the HoloLens version of Minecraft featured at E3 during their main stage event

Microsoft – Project Spark | *Art Director / Lead Artist*

08/2011 – 12/2014

Released Titles: Project Spark, Multiple DLC Packs, Partnership Events

- Created unique art style meeting challenging design and technical specifications
- Managed a robust internal team of over 40 artists as well as additional outsourced teams across full production cycle
- Delivered innovative multiplayer creation experience across multiple platforms through complex UI/UX solutions
- Directed marketing, events (E3, PAX East), and brand collaborations

Airtight Games | *Art Director / Lead Environment Artist*

09/2009 – 08/2011

Released Title: Dark Void | Unreal Engine

Surreal Software | *Lead Environment Artist*

05/2005 – 09/2008

Project: This Is Vegas | Unreal Engine

Image Space Incorporated | *Art Director / General Artist*

05/1995 – 04/2005

Released Titles: F1 2000, F1 Championship 2000, F1 2001, F1 2002, F1 Challenge '99-'02, NASCAR Thunder 2003 & 2004, rFactor, Sports Car GT

Additional Tidbits:

- Dedicated learner: Completed over 200 hours of courses to expand my knowledge of different aspects of game dev
- Avid gamer: Average 20 hours of gaming per week in a wide range of game genres