



# Brad Shuber

Creative Leadership / Art Direction

## Accumulated Experience:

- Partnered with internal and external teams to establish compelling visual directions that supported and enhanced story, design, and dev.
- Partnered directly and indirectly with Marketing and PR on large international campaigns as well as small weekly social blasts.
- Partnered directly and indirectly with companies for merchandise and other brand appropriate opportunities.
- Partnered with various departments to plan and direct numerous DLC releases on multiple projects.
- Partnered with various departments to establish art standards, performance specs, and pipelines that supported their various needs and requirements.
- Managed the day to day and long-term operations of both internal and outsourced art teams of all sizes, comprised of diverse individuals, around the world, and of all levels of experience.
- Well-practiced at providing critical and detailed yet encouraging feedback to individuals and teams.
- Established and documented detailed brand guides for internal and external uses.
- Experience with projects on alternative platforms including VR, AR, and HoloLens
- Experience with leadership roles at an executive, studio, project, and individual team levels.
- Responsible for hiring, employee reviews, and resulting actions of individual performance.
- Created stage presentations and show floor designs for events like E3, Minecon, and PAX.
- Trusted to be the public voice for projects via television, socials media, and magazine interviews as well as presentations across multiple levels of leadership and audiences.

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

## 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

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](http://www.linkedin.com/in/bshuber) | Location: Helena MT, USA



# Brad Shuber

Creative Leadership / Art Direction

## 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.



# Brad Shuber

Creative Leadership / Art Direction

## 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.



# Brad Shuber

Creative Leadership / Art Direction

## 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.