

# ED TRILLO

## CREATIVE DIRECTOR

### BIO

I started in the industry in 1992, becoming the first 3D artist at both Interplay and Disney Interactive. After a successful career as a 3D generalist, I helped form an art outsourcing studio in 2004 to leverage the growing international pool of game artists and later joined game publishers to establish their outsourcing divisions.

In 2009 I formed Mr3D to help game developers solve art production challenges as well as provide art and creative direction. I later established the Interactive divisions at Loot Crate and Creator Ink to explore creative strategies to improve customer engagement through digital experiences.

While I may not have one particular focus, if I were to sum it up: "At my core I am a true creative obsessed with crafting solutions." Whether by way of art production, creating full digital experiences, product and game design, brand building, video production, or photography, I love expressing my creativity while pushing the envelope.

### LINKS

#### LinkedIn

[www.linkedin.com/in/EdTrillo](http://www.linkedin.com/in/EdTrillo)

#### Website

[www.mr3d.com](http://www.mr3d.com)

### CONTACT



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#### Director of Interactive | CREATOR INK

jun2018 - present

Established the Interactive division to develop strategies for user engagement and retention through digital experiences. Worked closely with MatPat of Game Theory to create the 7 GATES ARG, an episodic digital alternate reality game. The ARG built a following of over 400k unique users, generating over \$100k in merchandise sales of Chaos Theory apparel.

#### Projects included

##### MONSTERMON TRADING CARD GAME

Designed and developed a physical version of the collectible trading card game Monstermon featured in the *Kindergarten* and *Kindergarten II* games available on Steam.

##### THE THEORY and LOST PAGES JOURNALS

Developed the idea to manufacture physical journals with artwork containing hidden clues and symbols that lead users to secret locations across the internet.

#### Senior Art Director | LOOT CRATE

oct2015 - feb2017

Helped establish Loot Crate's interactive division to craft strategies for digital product offerings. Lead the development and design of the *Party On Your Forehead* mobile app as a tool for our influencers to engage with their fans. Responsible for visual development, UI/UX, writing and vetting word libraries with a local writer, and running focus testing for all game facets including gameplay, pacing, and game title.

Helped develop augmented and virtual reality prototypes for a Loot Crate Unboxing App as a strategy for customers to engage with their physical products.

#### Owner | MR3D

jul2009 - present

Worked with console and mobile game developers on a wide range of art production needs, including Art Direction, UI Development and Outsourcing Management.

#### Projects included

Mickey Spin & Stack + Zarina's Pixie Dust Experiments

HTML5

##### DISNEY INTERACTIVE

Art Directed and designed UI for two web-based games based on Disney IP.

City of Wonder and Gardens of Time

FACEBOOK

##### PLAYDOM/DISNEY

Provided art direction and technical specifications for 3D and 2D aspects of both games. Worked with in-house artists and external vendors to establish art styles.

Sorcery (PS3)

##### THE WORKSHOP

UNREAL ENGINE

Built the outsourcing pipeline to engage with multiple vendors in the US and China. Managed all communication and feedback with a small team of producers. Worked closely with internal artists and programmers to integrate outsourced assets into game engine daily.

## EXPERIENCE *(continued)*

### Art Director | FOUNDATION 9 ENTERTAINMENT

nov2008 - jul2009

Established outsourcing division, creating a unified pipeline for F9E studios. Projects involved *concept art*, *3D assets*, *animation*, *FMV cinematics* and a *60-minute in-game (real time) cinematic*. Vetted and tested of new outsourcing partners shared company-wide in a centralized information-sharing space.

### Art Director | VIVENDI GAMES

sep2006 - aug2008

Created the centralized outsourcing group (VGO), connecting internal studios with providers worldwide. Worked closely with Art Directors to identify needs, then vetted external partners who could match and often *surpass* the studio's quality requirements. Also worked closely with vendor to lead them during production, to improve communication and quality.

Provided Art Direction on *Timeshift (PS3 and XBOX)*, designing the main character, user interface and menus, weapons HUD, and improving the global look of the 3D environments.

### Art Director | THQ / HEAVY IRON STUDIOS

feb2005 - sep2006

Created *THQ-XDG (External Development Group)*, which managed the publisher's outsourcing pipeline across all 15 internal development studios. Worked closely to build the art outsourcing process from the ground up. Also lead a small team of artists at Heavy Iron to create 3D environments for *The Incredibles II: Rise of the Underminer*.

### Creative Director | VYKARIUS, INC.

apr2003 - may2004

Managed a small team of local artists and large teams in China to create real-time content and FMV's for PC and console games. Credits include Midway's *The Suffering*, Activision's *Deadrush*, and EA's *Lord of the Rings, Return of the King*. Duties also included training staff on creating better texture maps, animation and modeling.

### Lead 3D Artist | SONY DEVELOPMENT

oct1997 - apr2002

Worked closely with renowned artist *Jean "Moebius" Giraud* to create all the real-time 3D environments, vehicles and texture maps used in the location-based attractions *Badlands I* and *Badlands II* for the Sony Metreon (San Francisco) and Mediage (Tokyo, Japan). Also had a major role in game design for both games.

### Senior Artist/Animator | SQUARESOFT

sep1996 - sep1997

Focused on creating detailed character animation for rendered cut scene sequences on Squaresoft's *Parasite Eve*. Duties included hand-animation, modeling and texturing of hi-res and real-time characters.

### Senior Artist/Animator | MISSION CONTROL ENTERTAINMENT

aug1995 - aug1996

Developed original 3D design for Fishman and Pig, The Jackal, The Voodoo Animated Doll, and Dreamworks SKG's Cooper McQue Breaks Through.

### 3D Artist/Animator | DISNEY INTERACTIVE

feb1994 - aug1995

Pioneered the 3D animation department, working closely with the traditional illustrators and animators to produce Disney quality art and animation for the game adaptation of the TV series *Gargoyles (SNES and Sega Genesis)*. 3D art was new in the game industry, all efforts were experimental as well as ground-breaking.

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## TALKS and WORKSHOPS

### *Art Outsourcing for Games*

#### AUTODESK

Gave presentation and Q&A for art outsourcing companies in Singapore, Thailand and the Philippines. Talk included ways to break into the game industry as well as run a more efficient art production pipeline for US game development.

### *Workshops for Art Benchmarking and Efficient Production Pipeline*

#### VIRTUOS (Shanghai) | ART CODING (Shanghai) | SECRET 6 (Manila) | Etc.

Conducted Workshops for Art Directors and Producers at various outsourcing companies to help improve their art quality, communication pipeline and client relationships.

### *Better Communication for Art Outsourcing Companies*

#### CHINA GDC 2009 (Shanghai) | GDC CHINA 2010 (Chengdu)

Gave talks for Chinese art outsourcing companies on how to improve communication with US-based clients. Talk included ways to handle feedback issues and how to build better partnerships.