



JAMES BRADY

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ABOUT ME

James Brady is an experienced Lead Artist from Ireland with over a decade in the video game industry. His work spans both AAA and indie titles released on Xbox, PlayStation, Nintendo Switch, and PC. James has collaborated with studios across North America, Europe, and the Asia-Pacific region, easily adapting to the demands of cross-timezone development.

He is skilled in both realistic and stylized art, with the breadth of knowledge needed to deliver AAA-quality Asset/Environment art while also supporting and managing outsourcing pipelines. James has a strong understanding of best practices to ensure art remains performant and optimized across PC and console platforms.

He is proficient in a wide range of DCC tools, including 3ds Max, Maya, Blender, ZBrush, Substance Painter, Marmoset, and Photoshop, and is experienced with production tools such as Hansoft, Jira, Slack, and P4V. James is also well-versed in Unreal Engine 4 and 5, in addition to working with various proprietary engines.

WORK EXPERIENCE

🏢 *Parallel Studios*

Lead Environment Artist - Contractor

[10/2024 – Current]

Lead Environment Artist at Parallel Studios in Toronto as a contractor from Ireland - supporting on their internal projects, TCG, Colony and Sanctuary.

Owning the topic of Environment Art on their project, creating pipelines, Environment Art for Sanctuary alongside owning and maintain documentation via Notion for their project. Enlisting outsourcing support, tasking/managing and reviewing all outsourcing for the project as a single Environment Artist on Sanctuary. Working closely with Concept Art, Level Design and Tech Art members on the team to achieve our visual target for the project that is also performant.

Also pivoting to TCG and Colony, supporting on both projects too.

Daily duties are:

- High level meetings with Art Direction, Concept, Level Design and company stakeholders.
- Playtests with LD and design to ensure location meets requirements.
- Environment Art Pipeline creation/oversee and management.
- RnD pipeline development and External partner alignment with technical art requests.
- Outsourcing schedule/planning.
- Marketing art for social media.
- Recruitment, applicant interviews.
- Housekeeping of all internal/external documentation.
- Brief preparation and creation of Jira tickets/epics and time estimate management for our external teams.
- Supporting production with Milestone planning and estimates.
- Outsourcing Review/Feedback/Implementation.
- Location Ownership from Blockout to art final.
- Physical Material setup and decal creation.
- Architecture/Prop/Trim kit creation and full environment art production.
- Engine integration, Set dressing, Blueprint creation and PLA Level instancing actor integration.
- Material Library authoring, housekeeping and management in both Adobe and Quixel suite.

- Unifying values across material library for both performance and visual consistency.
- Optimization, profiling, collision and over-all housekeeping of locations for both gameplay and performance.

Build A Rocket Boy LTD

Lead Artist - Remote - Employee

[05/2023 – 02/2024]

Affected by the Layoffs at Build A Rocket Boy LTD - February 2024

Lead Artist with Build A Rocket Boy LTD in Edinburgh, remotely from Ireland on their AAA project, Mindseye in Unreal Engine 5. Looking after a team of artists in Edinburgh, France and Budapest.

When I joined, I re-wrote our entire pipeline at the studio for both prop/weapon art creation, helping to boost the morale and performance of our internal and external teams along with solidifying proper review process for our internal and external teams too. This also includes supporting both internal and external art teams as a lead, to ensure they are creating high quality art while being mindful of performance and keeping their art optimal as possible for the project, following strict guidelines for Nanite etc. I also provide art-direction support on both the props and weapons we create for Mindseye.

I also work heavily with production and tech art, helping to establish better pipelines for both prop/weapon art in the project, perform housekeeping on outdated/legacy content in the game too, helping to both reduce over-all memory footprint and maintain a consistent up to date library of all our content. I also work heavily with Rigging, Animation and Design to ensure both Hero props/weapons are meeting the requirements for Mindseye.

I also host bi-weekly alignment calls with my team to review their progress, both provide and receive feedback on what I can do better, as a lead to support them on a AAA project. I also participate in daily meetings with other departments covering aspects of the game, helping to establish/problem-solve issues that arise and work with production to then action these requirements with my team.

Daily duties included:

- High level meetings with departments such as Animation/Rigging, VFX, Environment Art and Art Direction
- High level meetings and management of our Outsourcing Partners regarding both Props and Weapons for Mindseye.
- Brief preparation via Jira and time estimate management for our internal and external teams.
- Supporting production with Milestone planning and estimates.
- Supporting our internal and external artist's with prop duties on Mindseye / providing support and feedback.
- Applicant reviews and interviews.
- Engine integration, set dressing, blueprint creation and PLA Level instancing actor integration.
- Optimization pipelines for content in Mindseye along with optimizing legacy content for performance.
- Supporting our VFX team with Chaos destruction and physics implementation on the content we create.
- Supporting Technical Art/Engineering on performance - working closely to ensure all prop content is optimal for the project.



Freelance Artist

[05/2017 – 05/2023]

Freelance artist in the video games industry, providing services in Environment and Prop Art.

Clients:

Tripwire Interactive
 Deck Nine Games
 Illfonic
 Liquid Development
 Otherside Entertainment
 Techland
 Elastic Games
 Eyes Out
 New World Interactive

PUBG Corp
Endnight Games
Antimatter Games
NMC Studios
Ghostpunch Games
Fullbright
Autodesk

Art Bully Productions LLC

Lead Artist - Contractor

[03/2021 – 08/2021]

Lead Artist at Art Bully Productions LLC as a contractor from Ireland.

Creating content for AAA clients, managing art teams in Raleigh, North Carolina and contractors - communicating with both artists and clients, review/QA and implementation for clients. Meetings , task management and planning.

Clients:

- Hi-Rez Studios

Projects:

- Smite
- Rogue Company

Daily duties included:

- Daily stand-up calls with our internal team in Raleigh, Belgrade and India along with our external contractors.
- Reviewing work, providing feedback and translating client feedback directly to the team.
- Supporting the team in the development process of character art for Rogue Company and Smite.
- Manually working on deliverables, improving sculpt detail, bakes and textures.
- Providing clear visual targets for the team for any members who needed guidance.
- Integration of deliverables via P4V and UE for Hi-Rez Studio.
- Weekly sync up calls with our client to discuss OS performance, feedback and how we can improve/further support the client.

Paragon Interactive

Lead Artist - Contractor

[05/2019 – 02/2021]

Lead Artist at Paragon Interactive as a contractor from Ireland.

Looking after Ghost Story Games 'Irrational games' on their upcoming game - Judas

Working directly embedded, with the studio's principal artist on any ad hoc tasks and duties along with content creation + implementation, setup in engine for world level team and optimization on their next exciting IP. Includes asset creation along with utilizing midpoly workflow with existing trim sheets and such, both for props and architectural elements.

Other tasks involve handling external contractors and reviewing/QA'ing deliverables from contractors and providing feedback prior to submitting to Ghost Story Games via engine and source control. This involves task management and time management for contractors tasks too. Utilizing Hansoft for task/time management and P4V for source control

Daily duties included:

- Midpoly Architecture Kit / Asset creation.
- Daily standup call with external contractors, reviewing work, providing feedback and integration to Unreal Engine 4.
- Translating feedback from GSG to our external contractors in relation to their tasking.
- Task creation and management for external contractors via Monday and Hansoft.
- Setup of set-dressing inside of procedural prefabs for the GSG level Art team.
- Documentation creation and housekeeping in relation to pipelines for Judas along with external contractor onboarding.

- Material Instance creation and integration of materials and polish in Unreal Engine 4.
- Ensuring all materials are PBR compliant and follow PBR validation rules.
- Reduction of Actor count and draw-calls by asset merging.
- Assigning Materials/Content to correct categories for procedural theme generation for Judas.
- Asset/Architecture kit optimization and collision / Manual lightmap UV's.
- Working with production to plan/schedule work and ensure that time-sheets etc are updated and up to the minute.
- Unreal and P4V source art housekeeping.

 **Rockstar Games** – Leeds, United Kingdom

City: Leeds | Country: United Kingdom

Junior Artist - In House - Employee

[06/2016 – 04/2017]

Junior artist at Rockstar Games on Red Dead Redemption 2 and GTA Online.

Tasks: Optimisation, collision, art polishing, decal placement, nav-mesh adjustment among other tasks.

 **Creative Assembly** – Horsham, United Kingdom

City: Horsham | Country: United Kingdom

QA Tester - In House - Employee

[09/2015 – 05/2016]

QA Tester at Creative Assembly on Total War: Warhammer + DLC

Tasks: QA testing, support art team on bugging art issues