

Denise Magdale, Lead Artist

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LINKS

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PROFILE

Versatile lead artist with over 10 years of experience in animation and video game art, direction, and production. Energetic and collaborative team player with proven ability to manage teams and projects efficiently. Crafted compelling visuals and committed to elevating artistic standards in undertaken projects to achieve exceptional results.

EMPLOYMENT HISTORY

2022 — 2025

Lead 2D Artist, Storm8

- Researched and developed a deep understanding of interior and exterior design styles, current trends, plants, foliage, and landscape designs for use in home and garden design games.
- Created mood boards and collaged, high fidelity room and garden concept designs that considered composition, player experience, and production costs.
- Utilized existing 3D assets in Maya to compose engaging compositions used as an initial direction for 3D development.
- Developed a structured guide for outsourcing that included a set of instructions, broken down into sections, for use by external teams to create the 3D assets.
- Reviewed models and textures from external teams to ensure they meet expected visual quality and design.
- Managed freelance artists, ensuring the timely production and delivery of high quality room designs.
- Provided peer feedback during play testing and review sessions.
- Created characters based on room designs and narrative prompts using various photo-bashing and painting techniques.
- Collaborated with the Narrative team to brainstorm ideas and scenes that visually support the story and characters for the TV features.
- Implemented and hosted monthly employee events that fostered camaraderie, boosting team morale.

2015 — 2022

Lead Background Artist, Explosm

- Directed and executed the visual development of background art, ensuring consistency in style, tone, and quality across various animation, video game, board game, and print productions.
- Collaborated closely with directors, writers, storyboard artists, and animators to align background elements with overall creative vision and storytelling goals.
- Supervised and mentored a team of freelance artists, providing feedback, art direction, and support to maintain high production standards and meet project deadlines.
- Managed asset creation pipelines, optimized workflows, and coordinated with other departments (e.g., storyboards, animation) to ensure seamless integration of background elements.
- Reviewed and approved final background artwork, making necessary revisions to meet creative and technical specifications.
- Designed and created user interface assets and prop art for use in 2D adventure video game.
- Developed and authored comprehensive documentation, including visual style guides and game level design references, to ensure consistency across the art team and support cross-departmental collaboration.

2014 — Present

Freelance Illustrator

Created high-quality background art for animated and video game productions. Credits include:

- Craig of the Creek - Cartoon Network (Background Designer)
- Adam Ruins Everything - TruTV (Background Artist)
- Human Kind Of - Cartuna (Background Artist)
- Nomad of Nowhere - Rooster Teeth (Background Artist)

Other Relevant Experience

Production Assistant at Brazen Animation, 2014 - 2015

Instructor at Green Forest Art Studio, 2012 - 2014

EDUCATION

BFA Animation/Illustration, San Jose State University
Graduated Magna Cum Laude.

PROFICIENCIES

- Adobe Photoshop
- Adobe Animate
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Autodesk Maya
- Unity
- Asana
- Confluence
- Trello
- Basecamp

SKILLSET

- Art Direction
- Visual Development
- Concept Art
- Illustration
- 2D Game Art
- Background Art
- Character & Prop Art
- Animation & Game Production

