



ROB STEPTOE
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SUMMARY:

Highly experienced 2D/3D Artist with over 20 years of professional experience creating high-quality visual assets for games and interactive media. Specialises in stylised and realistic asset creation, visual development, and translating creative direction into production-ready artwork. Strong background in working across full production pipelines, collaborating closely with designers, developers, and technical teams to deliver polished, performant assets from concept through to final implementation.

WORK EXPERIENCE:

Head of Art

Free Radical Design, Nottingham, UK. (07/2021 – 12/2023)

Created and refined high-quality 2D and 3D assets across multiple projects, supporting visual consistency and technical requirements. Contributed to visual development, style definition, and asset pipelines for game production. Worked closely with programmers and technical artists to ensure assets were optimised and production-ready. Provided artistic guidance and feedback while remaining actively involved in hands-on asset creation.

Creative Director

5 Lamps Media, Derby, UK. (08/2014 – 07/2021)

Designed and produced a wide range of 2D and 3D visual assets for client-facing digital products. Developed visual styles, UI elements, and promotional artwork aligned with project goals and technical constraints. Took concepts from early ideation through to final artwork, ensuring a high standard of visual quality. Collaborated directly with developers to integrate assets seamlessly into final builds.

Creative Lead

Midland HR, Nottingham, UK. (07/2012 – 08/2014)

Led the visual redesign of a successful HR and Payroll platform through hands-on UI, icon, and graphic asset creation. Produced wireframes, UI layouts, and polished visual assets for web-based applications. Worked closely with UX, front-end developers, and business analysts to ensure visual clarity and usability.

Senior Artist

Eurocom, Derby, UK. (01/2011 – 07/2012)

Created front-end visual assets for the game Disney Universe, contributing to UI, menus, and in-game presentation. Produced production-ready artwork that met platform performance requirements and artistic direction. Collaborated with designers and engineers to deliver visually cohesive player experiences.

EDUCATION:

National Diploma – Graphic Design, Business Studies, Computer Graphics, Fine Arts and Film Studies.
West Notts College of Further Education, Nottingham, UK (1994 – 1997)

SKILLS:

Stylised and realistic asset creation. Hard-surface and environment assets. Texture creation and material authoring. UI and HUD asset creation. Visual development and style guides.

SOFTWARE:

Blender, Affinity Photo, Affinity Designer, Affinity Publisher, Adobe CC (Photoshop, After Effects, Premiere, Illustrator), Autodesk 3DS Max/Maya, Substance Painter, 3D Coat, Unreal Engine 5.

LANGUAGES:

English — Native

REFERENCES:

Contact me for details.