Jon Whelpley | Art & Production Management

"I don't know everything, but I can learn anything."

Experience

Mursion | San Francisco, CA
Sr. Production Manager (Art) | 2018 – Present

- Lead the production of all assets within the Unity game engine, ensuring seamless integration across multiple platforms.
- Oversee backend art build pipelines utilizing Jenkins, Git, and AWS tools to optimize workflows and maintain efficiency.
- Mentor and collaborate with a diverse team of junior artists, technical artists, and engineers to deliver polished and high-quality final products.
- Partner with sales and operations teams to understand client needs, ensuring the timely and accurate delivery of custom solutions.
- Managed the final integration of environments, characters, and animations for VR simulations, including dynamic lighting and advanced post-processing effects.
- Developed and maintained backend web development tools using custom Java and JSON scripts to streamline production processes.
- Support production of client facing marketing materials.
- Fostered and nurtured strong client relationships, guiding clients through all phases of production and ensuring satisfaction.
  Key Clients: Google, Starbucks, Comcast, Best Western, Intel, United Airlines, T-Mobile, Amazon

ETC Simulation | Orlando, FL
Junior Artist | 2007 – 2017

- Designed and developed environments, vehicles, characters, props, conceptual renders, and motion capture animations for real-time applications.
- Specialized in large-scale environments and vehicle assets, contributing across all stages of the production pipeline.
- Served as the lead motion capture performer, responsible for capturing and cleaning animation data.
- Traveled to both international and domestic destinations to capture reference photography to support 3D asset development.
  Key Locations: Jakarta, Indonesia (Monas National Monument), San Angelo, TX (Goodfellow AFB), New York City, NY (OEM, FDNY, NYPD).
- Represented ETC at conferences, delivering live demos and exhibitions for prospective clients.
  Notable Events: I/ITSEC (8 years), EMEX, UASI.

Island Cotton Company | Stuart, FL
Owner | 2011 – Present

- Co-founded and managed branding, website development, and IT operations for a family-owned clothing boutique.
- Expanded to a second location in 2017 and launched an e-commerce platform, IslandCotton.com.
- Served as a stay-at-home dad while overseeing business operations.

Institute for Simulation and Training | Orlando, FL
3D Artist | 2007

- Developed vehicle and building assets for a real-time recreation of the 1964 New York City World's Fair.

Projects

- **Starbucks:** Developed a mid-level management live simulation utilizing AI driven avatars.
- **Google:** Developed several high stakes simulation scenarios in Google's virtual campus.
- **Royal Netherlands Air Force – NIFV**
  Developed high quality models of Lockheed's F-35 Lightning II, and Boeing's Chinook CH-47 aircrafts for an advanced training simulator.
- **Indonesian Mobile Brigade Corps – BRIMOB**
  Oversaw 3D asset production of the environment, lighting, and AI traffic patterns for a 1-sqr-mile of geo-specific terrain.
- **United States Air Force – Department of Defense**
  Developed a large-scale virtual Air Force Base for disaster training scenarios.
- **New York City – Office of Emergency Management**
  Developed a geo-specific 16 block section of Manhattan centered around 34th Street and Broadway which also included the creation of a fleet of over 25 FDNY and NYPD vehicles.
- **Saudi Arabia – Civil Defense**
  Modeled two dozen civilian and casualty characters for disaster response training simulations.
- **Rosenbauer - ARFF**
  Produced vehicles for physics-based driver simulation in partnership with Boeing's Airbus A-380.

Skills and Expertise

- **Obtained Security Clearance:** U.S. Department of Defense and United States Air Force.
- **Computer Engineering:** Expert understanding of the technology and computer hardware specifications that exist in the industry today.

- **Public Speaking:** Career Day Presenter at Jefferson Middle School – Merritt Island, FL
  Spoke about 3D modeling in the gaming and simulation industries. 2011- 2015 (5 years)
- **Game Engine Technology:** In-depth knowledge of the capabilities and limitations of 2D/3D file formats. FBX, OBJ, BVH, OpenFlight, MA, MB, IGES, STL, DXF, DWG, TIFF, PSD, Targa, etc… As well as a full working understanding of last-gen diffuse map texturing techniques and next-gen PBR workflows.
- **Scripting:** Not a programmer by trade but I know my way around various types of scripting languages, including MEL, Java, CSS, HTML, JSON and HLSL shaders. See some of my custom scripts on the about page.

Publications

- **Aviation Fire Journal (Volume 11 Issue 3)**: Front Cover and a featured article about virtual training with the ARFF simulator of the Rosenbauer Panther HRET & AirBus A-380 | May 2009
- **The Graffiti Periodical:** Several paintings were printed in the 2003 & 2004 Editions.

Education

- **Full Sail University** – Winter Park, FL
  Computer Animation – Feb. 2006

- **Valencia College** – Orlando, FL
  Digital Media and Design – May 2008