



SAID ZAMZAD

ART DIRECTOR

A game developer with a passion for traditional and digital art, aiming to push the envelope of visuals in games and to evoke emotions through experience. Firm believer in delivery of excellent products with leadership through communication and teamwork.

contact@saidzamzad.com · United Kingdom · (+44) 730 5333 806 · [AD Portfolio](#) · [Artist Portfolio](#)

Experience

HIT FACTOR

Art Director - Contractor

New IP

April 2022 – September 2022

- Working on multiple fronts to create the Art vision for a new IP.
- Building an art department in a new start-up studio.
- Following product and game pillars to envision and support an art bible for game.
- Setting art production guidelines.
- Setting technical needs to support the art vision.
- Raising the quality bar of Art by showcasing good practices and great examples.
- Steering the visual vision of game in coordination with the game design.



Associate Art Director

Old School RuneScape

November 2019 – April 2022

- Recruited to build and strengthen the art direction of a well-established franchise.
- Created an Art Vision and Visual Style guide for an established MMORPG.
- Building and managing the art team.
- Expanded and tightened collaboration with other departments outside of team.
- Managed and directed outsourcing partners.
- Built and improved development pipelines.
- Raising the quality bar of art to match the competitive market.
- Mentored artists, animators and designers.
- Set effective production plans and resource allocations to hit milestones.
- Setting plan for new tech requirements to pursue next level of art development.
- Speaker at internal seminars.
- Bringing inspiration and vision to the overall team and leadership level.



Art Director

The Outsiders

April 2018 – November 2019

- Setting visual guidelines for the product.
- Setting workflows, managing and directing artists.
- Managing and feedbacking deliveries.

- Working closely with Game Director.
- Setting visual requirements to be achieved by tech dep.
- Managing and directing outsourcing companies.
- Setting visual demands for engineers to achieve in engine.

Senior Artist

The Outsiders

August 2016 – April 2018

- Creating Environment Art.
- Creating 3D assets.
- Responsible for areas of Level Design.
- Responsible for Lighting and Composition.
- Mentoring Intern.



Level Artist

DICE (EA Digital Illusions CE AB)

December 2013 – August 2016

- Creating Level Art.
- Responsible for basic environment lighting.
- Scene Storytelling and Composition.
- Support and provide Open World Design solutions.
- Mentoring and guiding Artists.

Level Artist, Lead

Electronic Arts

September 2012 – November 2013

- Leading the Level Art department of unannounced project.
- Creating Levels for project.
- Researching the Art guide and style for the game.
- Reviewing artist works and giving feedback for improvements.
- Giving Art directional guidance in the absence of an Art Director.

Weapons Artist

Electronic Arts

December 2010 – September 2012

- Taking art direction under supervision of the AD and Lead Artist, ensuring quality of work.
- Texturing and modeling props for realistic environments in Maya.
- Responsible for Weapon Art.
- Teaching interns the pipeline and workflow of the studio.



Development Team Lead

The Art Institutes

June 2009 – December 2009

- Partnership with SOE to create an Environment to fit the Free Realms world within six months of time frame.
- Worked closely with SOE's Art Director to create assets from original concept work.
- Created high level of team productivity through leading and directing eight artists.
- Creative Director and Quality Assurance of Game Assets, Level Design and Textures.

- Responsible for creation of Lighting and Custom Shaders within the game engine.

Education



The Art Institute of California – San Diego

June 2007– December 2010

- Bachelors Degree in Game Art and Design
- Outstanding Student Achievement Award Diploma