

ROB
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Please See
My Work Online

ABOUT

I'm a hands-on, highly skilled **ART DIRECTOR** with an emphasis on games & animation for kids. My passion as a team leader (and as an artist) is to create meaningful experiences with visually inspired games & animation. That's the core of it: *telling a good story and telling it well.*

EDUCATION

CalArts

Character Animation
School of Film & Video

SKILLS

Animation
Visual Design
Game / Interactive Design
3D Modeling

Tools

Photoshop
3DS Max
Unity, Unreal



www.linkedin.com/in/plebster

ART DIRECTOR

READING RAINBOW
2012-2014



Worked closely with developers to create the **award-winning Reading Rainbow App**, the **#1 App in Education**

Created visuals to promote the **Reading Rainbow App** and **classic PBS TV series** through digital & print ads, email campaigns, social media, and websites as well as a wide variety of marketing collateral.

"★★★★★" Five Stars! - *Reading Rainbow for iPad*
-Common Sense Media

ANIMATION DIRECTOR

WAYFORWARD
2010-2012



Cultivated and managed a team of 16 animators to produce animation for all games in production company-wide.

Happy Feet Two (3DS, DS), *Silent Hill: Book of Memories* (Sony VITA), *Bloodrayne: Betrayal* (PSN, XBLA). *Double Dragon NEON* (PSN, XBLA)

ART DIRECTOR

WAYFORWARD
2006-2010



Oversaw a team of 8-12 artists to produce both 2D and 3D art assets with appeal, technical efficiency and brand cohesion.

Centipede: Infestation (Wii, 3DS), *SpongeBob Squigglepants* (Wii), *Spiderman & Friends* (PC), *Baseball Blast* (Wii), *Looney Tunes: Duck Amuck* (DS), *Where the Wild Things Are* (DS), *SpongeBob: Creature from the Krusty Krab* (DS), *Despicable Me: Minion Mayhem* (DS), *Barbie and the Magic of Pegasus* (GBA)

Winner, "BEST OF E3" For Artistic Design - *Looney Tunes: Duck Amuck for Nintendo DS*
-Electronic Entertainment Expo

Winner, "Game of the Year" For Kids 6-9 Years Old - *Barbie and the Magic of Pegasus for Nintendo GameBoy Advance*
-FamilyFun.com, Disney Internet Group

ARTIST & ANIMATOR

KLEIN PRODUCTIONS
2003-2009



Created 2D & 3D digital art and animation for several projection-mapped venues featured at Disneyland and on the Disney Cruise Line.

Halloween Screams, Disneyland Anaheim's fireworks "spook-tacular" featured during the month of October, 2009-present. **Twice Charmed: An Original Twist on the Cinderella Story**, a Broadway-style live show (Disney Cruise line), **The Golden Mickey Awards**, a musical live show (Disney Cruise Line), and **Celebrate the Journey**, an interactive show for kids (Disney Cruise Line)

ARTIST & ANIMATOR

UPSTART GAMES
2005-2006



Worked in Dublin, Ireland as the staff artist/ animator on an assortment of mobile games including:

Nemo's Aquarium, Topoian, Sudoku, Final Fight, Ape Escape Grand Prix, Dance Dance Revolution, G-Unit: Free Yayo, Tenchu: Ayame's Tale