

# Mark Sneddon

## Technical Artist

Citizenship: UK • Current Residence: UK

**Tel:** (+44)7719325080 **E-mail:** [contact@marksneddon.net](mailto:contact@marksneddon.net)

**Address:** 2 Howard Terrace, Brighton BN1 3TR

**Portfolio Website:** [www.marksneddon.net](http://www.marksneddon.net)

### **Software Knowledge**

- **3DS Max - (Expert)**
  - **MaxScript**
- **Photoshop**
- **After Effects**
- **ZBrush (Basic)**
- **Substance Designer**
- **Perforce**
- **Visual Studio**
  - C#
  - .NET

### **Key Skills**

- Deep understanding of the how's and why's of PBR rendering
- Speciality in materials, textures and shaders
- Pro-active problem-solver
- Tools and pipeline development
- Deep understanding of low-level rendering
- Understands gamma correction, colorspace management and color calibration
- Able to work well in a team environment
- Strong work ethic and cooperative attitude

### **Education**

**1999-2004** Hamble Community Sports College  
6 GCSE's (A to C) • Intermediate GNVQ (ICT)

### **Creative Assembly**

**Unannounced Title - Technical Artist**

**August 2014 - Current**

- Author/Owner of PBR shading documentation/best practice for whole studio (multiple AAA teams/projects)
- Worked closely with rendering engineers to define shader requirements, implementation, featureset and high-level shading methodology.
- Designed and developed procedural, parametric texturing pipeline using Substance Designer, including writing external toolset including asset management system, rapid asset generation tools, dependency tracking, batch processing, Perforce frontend.
- Responsible for setting guidelines for monitor color correction for art department, and making sure monitors are calibrated correctly.

**Alien: Isolation - Technical Artist**

**April 2012 - August 2014**

- Supporting the Art department in a technical capacity
  - Streamlining production processes (Middleware evaluation / C# and Maxscript tools development)
  - Technical debugging of art assets / art issues
- Performance profiling & optimisation on all (5) target platforms
- Ownership of material/shader authoring pipeline and procedural material library
  - Developed tools, documentation, best practice, quality benchmark for global library of procedural materials using physically-based shading model
  - Worked closely with graphics programming team to develop and refine shader features and technical implementation (and performance)
  - Owner of environmental procedural material library/textures for the project
    - (90%+ of total environmental shaders/materials)

## **British Academy of Film and Television Arts**

### **Award Juror**

**February 2012**

- Invited by BAFTA to act as a juror for the *GAME* British Academy Video Games Awards - award for *Artistic Achievement* in videogames.

### **Creative Assembly**

**Alien: Isolation** - Environment Artist

**March 2011 - April 2012**

- Creating compelling environments (concept through to final art)
  - Modular assets / large bespoke environment sections (incl. Cinematic set-pieces)
  - Visual style development and refinement

### **Monochrome LLC**

3D Artist (off-site)

**2009 - 2011**

- Creating first-person weapons
- Creating environment props

### ***Zombie Panic: Source (Half-Life 2 Mod)***

3D Artist

**2006-2009**

- **1<sup>st</sup>, Upcoming Mod of the Year 2007**
- **2<sup>nd</sup>, Mod of the Year 2008**

### **References**

**Jude Bond**

Creative Assembly Art Lead

[jude@creative-assembly.com](mailto:jude@creative-assembly.com)

**Andrew Oakley**

Creative Assembly Lead Technical Artist

[andrew.oakley@creative-assembly.com](mailto:andrew.oakley@creative-assembly.com)

**Michael Bailey**

Creative Assembly Lead Engine Programmer

[michael.bailey@creative-assembly.com](mailto:michael.bailey@creative-assembly.com)

### **Testimonials**

- “Mark is a highly competent technical artist capable of taking a fictional universe and imbuing it with the fine detail needed to give it both weight and realism. In addition he is a pro-active and confident member of the team who can be trusted to research and effectively communicate ways of ensuring that the quality of in-game visuals are preserved without compromising performance.”

**Oli Smith** – Producer, Creative Assembly

- “Mark is an intuitive technical artist who isn’t afraid to take on and own key responsibilities within the project. He has a strong understanding of how to make high quality 3D art and shares his knowledge with his team mates improving the whole game. A genuinely passionate guy.”

**Kim Clarke** – Associate Producer (Art), Creative Assembly

- “Mark is a gifted artist with a genuine understanding of the vital working relationship between environment art and design. Mark’s cross discipline communication is excellent and his technical and creative approach to problem solving has established him as a valuable asset within the Creative Assembly console team.”

**Simon Adams** – Design Group Lead, Creative Assembly