

ALEXANDER HELLIWELL

DIGITAL ENVIRONMENT & LIGHTING ARTIST

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NATIONALITY: British & Canadian **LOCATION:** Amsterdam, Netherlands

WHAT I DO

- Build and light 3D digital environments in real-time engines for games, apps, and cinematics.
- Model, texture, and optimize 3D assets for modular kits, individual props, and automotive vehicles.
- Provide visual direction to art teams by developing style guides & providing cross-department coordination.
- Lead multi-disciplinary teams to deliver complex gameplay systems.

TECHNICAL EXPERIENCE

- **Platforms:** PC, VR/AR (Oculus Quest 3, PSVR2, Vive, Hololens, Magic Leap), Mobile (iOS, Android).
- **Software:** Unreal Engine, Unity Engine, Maya, 3DS Max, ZBrush, Adobe Creative Suite.
- **Digital Art:** Baked & Real-Time Lighting, Camera Exposure, Colour-Grading, Look Development, Modelling, Texturing, Procedural Workflows, Shaders, Asset Optimization.

PROFESSIONAL EXPERIENCE

Playerunknown Productions | *Senior Environment Artist*

JUNE 2022 - SEPTEMBER 2026

Prologue: Go Wayback

- Involved throughout bluesky, pre-production, production, and early-access launch, before unfortunate cancellation mid-production, while still in early-access phase.
- Acting Lead Artist for development for first draft of style guide, and 3D benchmarks during pre-production. Involved coordinating the art team, and collaborating with directors to establish location references, core pillars, colour palettes, and building interactive 3D benchmark environments at large and small scales.
- Feature owner for the global weather system team during pre-production.
 - Reported directly to the Creative Director and Head of Production. Coordinated the team of five multi-discipline developers consisting of Concept Artist, FX Artist, Technical Artist, Audio Designer, Technical Designer, plus myself as being responsible for the lighting. Managed teams sprint and milestone goal setting, planning, and deliveries.
 - Coordinated the design of the tools to support gameplay of multiple weather scenarios changing in real-time. We created a cloud lead blending method where new cloud types would first roll in during weather transitions. We entered production with clear sky, overcast, thunderstorm, blizzard, wet haze, and hail storms already at a deliverable standard for early-access.
- Feature owner for world landscape team during pre-production and production.
 - Reported directly to the Creative Director and Head of Production. Coordinated the team of ten multi-discipline developers, consisting of Environment Art, Concept Art, Technical Art, Engineering, and Audio design. Managed teams sprint and milestone goal setting, planning, and deliveries.
 - Coordinated the design of custom world generation pipeline, and workflow, ensured art assets were optimized, then successfully built and launched a "no map is ever the same" 64km2 world utilising unreal engines PCG system combined with in-house ML generation tools.
- Built complex materials inside Unreal Engine for the world landscape mesh, flooding and freezing weather effects, automatic tree debris, and a global moss shader utilised across multiple assets types.
- Modelled, textured, and set-dressed environment vignettes to be procedurally spawned into the main world.
- Built and designed procedural cliff spawning system to work with our ML generation by utilizing internal tools and external plugins.
- Built biome spawning logic using shaders, masks, and render targets.
- Owned and delivered the game's real-time global lighting. Involved managing alternating between Lumen and Cascade illumination and shadow methods for different quality settings. Designed camera exposure to correctly work dynamically across the world in different lighting scenarios. Designed a custom method for having the skylight track the player's movement to ensure ambient lighting would be synchronised with the dynamic skies of multiple changing weather scenarios.
- Collaborated regularly with the marketing department for promotional materials. These materials included: video and print interviews, writing blog posts, rendering beauty shots, and recording trailer footage.

Vertigo Games | *Environment & Lighting Artist*

JUNE 2019 - JUNE 2022

Day to day role within the studio was building and lighting environments from concept to delivery, as well as developing the internal workflow and tools for lighting. A considerable amount of time was spent developing high-end demos for pitches, as well as on several games that were ultimately cancelled. However, notable projects that did succeed included:

Metro Awakening

- Involved in pre-production, before moving on to Playerunknown Productions.
- Lead design of lighting tools and workflow.
- Visual development of lighting and environments for style guide.
- Modelling, texturing, layout for vertical slice environment.

Assassin's Creed: Nexus

- Nine-month external secondment to Ubisoft studio, fully integrated into remote team.
- Lighting, layout, set dressing, optimization for cinematic environments.
- Modelling and texturing 3D UI assets.

Star Trek: Bridge Crew

- Porting original game from PC to Oculus Quest inside Unity engine.
- Lighting, modelling, texturing, and optimization of all "Bridge" environments and ships.

Magnopus (UK) | 3D Artist

MARCH 2016 - JUNE 2019

Magnopus is a digital creative studio where I worked on a range of multi-award winning content including product visualizations for automotives and fashion, to VR cinematics, games, and mobile apps. Brands, events, and campaigns included were, but not limited to, Three Mobile, London Fashion Week, Moncler, HP, Infiniti, Jaguar, Formula E, BBC, Silicon Valley, and Ghost In the Shell.

Day to day responsibilities:

- 3D generalist role, focused on creating props, building environments and lighting, from concept to final delivery.
- Creating and managing content for studios in-house adobe textures, materials, and tools library.
- PBR texturing pipeline tools development.
- Building prototypes and content for pitches to potential clients.

Highlight releases: BBC 'Home' VR Spacewalk | Silicon Valley: Inside The Hacker Hostel | Ghost In The Shell - VR Experience

- Collaborate with external producers, directors, and clients, during pre-production to gain insight for developing strategies for how we would then build levels, taking into consideration hardware limitations and end user needs.
- Level layouts.
- Modelling and texturing of environment assets and props.
- Lighting, look development, and colour grading from blockout to final image.
- Final images for marketing content.

EDUCATION

University of Hertfordshire | BA (Hons) - 3D Animation

SEPTEMBER 2013 - MAY 2016

BA (Hons) - 3D Games Art and Design (2:1)

Sibford School | A - Levels

SEPTEMBER 2011 - MAY 2013

Achieved A Levels in Maths (A), Art (A*), ICT (B), and Economics (B).

OTHER PROFESSIONAL EXPERIENCE

Stratford Sharks Swimming Club | Swim Coach & Teacher

JUNE 2011- AUGUST 2013

Qualified Level 2 Swim Teacher. I worked with children aged 4 to 18. Assisted with lesson planning, skills and fitness coaching, while managing parent and child expectations.

Royal Life Saving Society | Lifesaving Instructor

JUNE 2011 - AUGUST 2013

Achieved all possible qualifications in the field, including beach and pool lifeguarding. Worked with students aged 14 and upwards to 30, teaching CPR, aquatic rescues, and handling emergency situations.