



Shane Hartley
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Experience

Aquent LLC. for Microsoft Game Studios, Redmond, WA

Graphic Designer 3 - Contract

November 2009 – Present

- Responsible for concept, creation, and production of printed collateral for Xbox and Games for Windows titles.
- Concept and design the components of Limited Collector's Editions which can include items such as books, coins, playing cards, in-world documents, etc.
- Work closely with the game artists, marketing, and content publishing to construct an experience that is cohesive, comprehensive, and aesthetically pleasing.
- Collaborate with the writing and editing teams to create the design and information flow in game manuals.

becker&mayer!, Bellevue, WA

Art Director

October 2008 – November 2009

- Managed, mentored, and supported the design staff of the Juvenile Book Group, which comprised of three designers, an illustrator, and an intern, while also enlisting freelance creative talents as needed.
- Supervised department workload and deadlines, as well as strengthened and expanded individuals' talents and skills.
- Established and managed illustration and design budgets of all projects and proposals, totaling over 50 titles per year.
- Collaborated with the Publisher, product development, editorial, project management, and production to assess, refine, and optimize basic processes, resulting in a new 'job bag' project workflow.
- Successfully developed and designed a new editorial format, resulting in orders totaling over 250,000 copies.

WizKids, Inc. (The Topps Company), Bellevue, WA

Art Director

August 2006 – October 2008

- Sole Art Director for company of \$34 million in revenue, managing over 6 brands simultaneously.
- Managed and set daily priorities for two departments (4 designers/photographer, 4 sculptors/painters, 3-5 contractors).
- Prepared and maintained design and sculpting budgets totaling over \$800,000.
- Art direction and design of all print, web, and plastic components, including brand logos, packaging, web, photography, publications, game components, trading cards, displays, booth signage, sculpting and painting of miniatures.
- Development and management of all creative assets/vision, both corporate and product level.
- Extensive experience with licensed products, IP development, and consumer product branding.
- Commissioned and managed external sculptors, both domestic and foreign, illustrators, and design/artist studios, and was responsible for administration of all contracts and monitoring payment to those vendors.
- Traveled to China to improve sculpt and print production, and scout new vendors.
- Reduced the overall cost, production time, and revisions of the sculpting process. Reduced tooling costs as well by 10%.
- Implemented an automated data merge process resulting in approx. 70% time savings and less mistakes.

Design Manager

December 2005 – August 2006

- Managed the creative assets/vision of the company in lieu of an art director.
- Managed internal and external designers/artists to create, design, and produce game products.
- Assigned and tracked projects, deadlines, and conducted employee reviews.
- Built a reputation of innovation, completing projects sooner than expected, and 'saving the day'.

Art Lead

July 2004 – December 2005

- Assistant to the Art Director.
- Designed the 'look and feel' for Pirates of the Spanish Main, Dr. Toy's Toy of the Year 2005.

Graphic Designer

July 2003 – July 2004

- Packaging, web, print, and game component design.

Junior Designer/Concept Artist

July 2002 – July 2003

- Print design and creating concepts for collectible games/toys.

Fossella & Associates, Boise, ID

Graphic Designer

January 2002 – March 2002

- Packaging and marketing.

McNamara Signs, Seattle, WA

Production Worker, Designer

February 1998 – July 1998

- Sign construction, installation, and design.



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Freelance

Delve Networks

- Trade ad and icon design.

Ginormous Industries

- Trading card game and toy design.
- Logo, packaging, web, and publication design.

Goodman Games

- Roleplaying publication art direction, design, and layout.
- Logo design, T-shirt design, ad layout, and web design.

Education

The Art Institute of Seattle, Seattle, WA 2001
School of Design, Visual Communication
Associate of Applied Arts Degree

Languages

English/Spanish

Software

Illustrator
InDesign
Photoshop
Office

Brands

Aliens vs Predator (20th Century Fox)
Battlestar Galactica (Universal)
Dark Horse
DC Comics
Freddy vs Jason (New Line Cinema)
Halo (Bungie/Microsoft)
Image
Major League Baseball
Marvel
Nascar
Pirates of the Caribbean (Disney)
Princess (Disney)
Scholastic
Star Wars (Lucasfilm)