

# TRAVIS GOSNELL

ART DIRECTION - ART LEADERSHIP

## CONTACT

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travisgosnell

## PROFILE

Art Director with over 17 years' industry experience working on both licensed and original AAA IP. 12 years of cross-discipline Art Leadership experience on FPS, Fantasy, Action RPG, and Racing genres. I have a passion for innovation and thrive on inspiring and leading creative teams to collaboratively deliver engaging player experiences.

## SUMMARY

### SKILL HIGHLIGHTS

Art Direction  
Team Leadership  
Outsourcing  
Content Strategy  
Look Development  
PBR Rendering  
Photogrammetry  
Prototyping  
Staffing  
Scaled Production

### SHIPPED TITLES

Forza Motorsport 7  
Forza Motorsport 6  
Forza Horizon 2  
Forza Motorsport 5  
Guardians of Middle Earth  
Lord of the Rings: War in the North  
Blacksite Area 51  
John Woo's Stranglehold  
Mortal Kombat Armageddon  
Blitz: The League  
Slugfest: Loaded

## EXPERIENCE

### MICROSOFT - TURN 10 STUDIOS

#### Forza Motorsport (Untitled) | [Environment Art Director](#) | Xbox Series X, PC

- Environment AD on the recently announced Forza title with a focus on driving content strategy and visuals for the next generation of the Forza franchise. Responsible for communication of visual goals, including mood boards, style guides and concept development.
- Creation of look development prototypes to solve visual, design, and workflow challenges.
- Team leadership including staffing, artist mentoring and collaboration on artist career stage progression frameworks.
- Onboarding and art direction for external partners.
- Ownership of content sourcing strategy and in the field leadership for global reference trips capturing photogrammetry, PBR Materials, and LIDAR scans on four continents.
- Innovation and collaboration to develop iterative, non-destructive, and procedural content pipelines.

#### Forza Motorsport 7 | [Environment Art Director](#) | Xbox One (X), PC

- Art direction for environment art production and owner of shipped quality for internal and external teams on the largest Forza game to date.
- Set visual targets and communicated vision to art teams, scoped and approved milestones, and led build reviews from pre-pro to ship.
- Owned team staffing and partnered with project leadership to grow a healthy art team culture where everyone is engaged, empowered and collaborative.
- Collaborated on key technologies, tools, and workflows to empower our content creators to deliver against the needs of the product.

#### Forza Motorsport 6 | [Art Lead / Environment Art Director](#) | Xbox One, PC

- Led a team of 26 internal artists and 4 outsourced partners and was accountable for quality across internal and externally delivered content.
- Look Development and rendering advancements including supporting gameplay innovation and bringing the franchise to PC.

#### Forza Motorsport 5 | [Art Lead](#) | Xbox One Launch Title

- Art Lead for the showcase first-party launch title for the Xbox One.
- Drove innovation in material workflows and shaders to deliver the first PBR title for the Xbox platform.
- Evolved content workflows and led team to meet the needs of the new platform.

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## SUMMARY

### PLATFORMS

PC  
Xbox Series X  
Xbox One X  
Xbox One  
Xbox 360  
Xbox  
PlayStation 3  
PlayStation 2

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### EMPLOYMENT HISTORY

Turn 10 Studios / Microsoft  
May 2012 – Present

Warner Brothers Games  
Jan. 2009 – May 2012

Midway Games  
Jan. 2003 – Dec 2008

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### EDUCATION

Studied Computer Animation  
The Art Institute of Dallas  
2001-2003

A.S. in Mathematics  
Trinity Valley College  
Sept. 2001

Studied Computer Science  
Texas A&M University  
1999-2000

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### PORTFOLIO

www.travisgosnell.com

## EXPERIENCE CONTINUED

### WARNER BROTHERS GAMES

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#### Middle-Earth Shadow of Mordor | [Art Lead, Worlds](#) | Pre-Production Phase

- World Art Lead on pre-production phase for Shadow of Mordor.
- Led content teams to create prototype levels to solve visual and design challenges.
- Drove rapid iteration with design leads developing the movement system and environment interaction systems.

#### Guardians of Middle Earth | [Art Lead, Worlds](#) | Xbox 360, PS3, PC

- World Art Lead for LOTR based console MOBA.
- Rapid layout and design iteration in collaboration with gameplay teams.
- Managed internal content creation teams for multiplayer and unreleased campaign.

#### Lord of the Rings: War in the North | [Art Lead, Worlds](#) | Xbox 360, PS3, PC

- Responsible for leading an internal team of 15 environment artists, art direction, scheduling, project planning, lighting direction, creation of key assets,
- Internal tools development and creation of cross-discipline pipelines.
- Collaboration with art leads on marketing plans and game-wide style guides.

### MIDWAY GAMES

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#### Blacksite: Area 51 | [Character Art Lead](#) | Xbox 360, PS3, PC

- Responsible for all aspects of character creation including management of internal team and all outsourcing relating to characters.
- Worked closely with project AD to establish aesthetic and technical standards for character art.
- Modeling, texturing, and rigging of in-game character assets.
- Helped develop defined pipelines for character creation for the studio.

#### John Woo's Stranglehold | [Sr. Character Artist](#) | Xbox 360, PS3, PC

- Worked with concept and character team to create next-gen character asset.
- Duties included modeling, texturing, rigging, and prototyping of Unreal Engine 3 characters and pipelines.

#### Mortal Kombat: Armageddon | [Character Artist](#) | PS2, Xbox

- Modeling, texturing, and rigging of in-game character assets and collaboration on development of 'Kreate-a-fighter' systems.

#### Blitz: The League, Slugfest Loaded | [Character Artist](#) | PS2, Xbox

- Modeling, texturing, and rigging of in-game character assets for Midway Sports franchises.
- Responsible for developing create-a-player systems and working with tech to develop new systems and pipelines for character lighting and normal mapping.
- Supported 3rd Party PSP port team with development and tools training

### REFERENCES

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Available upon request