

DAVID CROSS

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3D SPECIALIST/PARTNER MANAGER

Experienced and outgoing creative who never allows a job description to confine what could be contributed to meet and exceed organizational goals. Clever and creative professional adept at learning and utilizing new technologies while working collaboratively with colleagues and creative partners. Consistently recognized for outstanding contributions and commended for efficiency, priority management, and communication skills.

Pipeline Development | Creative Partner Management | Resource Management | Autodesk Maya
V-Ray 5 | Redshift | Exploring Emergent Technologies | Arnold | Adobe Creative Suite | Microsoft Office
Blender | Autodesk 3DS Max | Cinema 4d | Unreal Editor 5 | Zbrush

EXPERIENCE

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Freelance 3D Generalist

August 2022-Current

Provided a wide variety of CG services for high profile companies including LEGO Systems and Chewy Brand.

- Trained with photographers to produce photorealistic renders used for packaging layouts and marketing materials
- Managed and delivered final assets within tight deadlines receiving high customer satisfaction
- Created character rigs for animators for online animations
- Modeled assets and developed concept for experiential spaces

LEGO Systems Inc. | Enfield, CT

November 2009 -July 2022

3D Specialist/Partner Manager

Single-handedly established the CGI department in the Americas hub - successfully created an efficient pipeline while developing skills of the team and external partners

- Created marketing assets in Maya of both high-quality renders and animations for marketing for the in-house agency, online, and brand retail.
- Work on LEGO Magazine resulted in consistent NPS growth from 54.5 in April 2020 to 75 in July 2021, the highest recorded score while also increasing responses received from 500 to 5000.
- Worked with Art Directors to migrate packaging photography to 3D renders effectively saving 10+ hours per week in setup and silhouetting
- Trained and managed a team of three designers - highlighting their proficiencies to produce the highest quality products for clients in a timely and cost effective manner.
- Worked with supervisors to develop the CG pipeline for the agency in order to produce high quality images in the most efficient way possible.
- Wrote and maintained guideline documents to coach external partners and ensure work aligned with agency expectations

- Managed asset delivery and work allocation through external partners to ensure product delivery at or before set deadlines.
- Worked with a creative technologist to explore emerging technologies within the field, bringing that knowledge to management to demonstrate how new technologies could benefit future projects.
- Held monthly workshops to train graphic designers 3D basics to help improve layout and CGI cohesion
- Expert on IP and overall product line knowledge as well as a go-to resource for brand guidelines.
- Participant in many in house brainstorming sessions, including being sent to LEGO Headquarters in Billund, Denmark to teach the agency about tabletop role-playing games and present their potential to the LEGO group

ADDITIONAL RELEVANT EXPERIENCE

Liquid Entertainment | Pasadena, CA

January 2008 - September 2008

Environment Artist

Contributed art to the video game "Rise of the Argonauts" released in 2008 for XBOX 360, PlayStation 3, and PC

- Created levels, layouts, and unique elements using an array of professional design tools.
- Conducted quality control regularly on design assets to ensure highest possible quality finished product.
- Utilized time management skills to prioritize tasks to deliver results within a tight time frame.

EDUCATION

Bachelor of Arts, BA, Video Game Design, University of Advancing Technology, Tempe, AZ