

# Devin Nickoloff

## 3D Artist | XR | UX | Motion Designer

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CG generalist and designer with expertise gained from 18 years of professional content creation for top tech, gaming, and music industry clients. Specializing in creating product renderings, CAD retopology, and complete AR and VR experiences.

2022 - 2023

### **Assoc. CG Director • Contract, Dentsu Creative**

- Created a [GMC Live](#), VR/Desktop/Mobile experience for the Sierra EV Denali. Including making environments and props for Unreal Engine.

2020 - 2022

### **Senior 3D Artist III • Contract, Google**

- Created app-ready 3D assets, prototypes, and spec docs for Google Maps and AR experiences utilizing AI.
- Designed and authored AR Street Annotations assets that became patented and approved for future product release (announced at Google I/O 2021)
- Created a pipeline and standards for real-time 3D art integration with Google Maps Live View
- Collaborated with teams in planning and executing user testing, iterating designs based on feedback, building presentations for final arrangements, and presenting them to leadership
- Worked closely with engineering partners to create functionalities culminating in the successful integration of client infrastructure using a new 3D rendering system

2019 - 2020

### **Senior 3D Artist | UI/UX Artist • Visual Concepts**

- Created and integrated 3D game content for AAA games NBA 2K20 and NBA 2K21 standard and next-gen versions
- Designed UI and UX for several aspects of gameplay and integrated all assets using a proprietary system
- Created game-ready assets comprised of conservative and well-designed: UV maps, poly counts, texel densities, animation curves, and baked textures

2018 - 2019

### **Senior Animator • Sony PlayStation**

- Collaborated with a small team to create product videos, reveals, sizzle reels, VR experiences, and SIE marketing campaigns for several high-profile games, IPs, and collaborations with Nike
- VFX directed several still and live-action shots used in 3D productions; tracked shots, modeled, textured, rigged, lit, and animated content
- Created a content repository that enabled more efficient collaboration between artists and departments for 3D productions, including print, video, and VR

2017 - 2018

### **3D Generalist | VR/AR Artist • Viscira**

- Created CG videos for top pharmaceutical companies showcasing MoA's and MoD's
- Worked closely with scientific advisors to make accurate animations of biomolecular interactions
- Designed style frames, retopologized hi-poly models gathered from the MMDB, simulated particle animations using accurate nano-scale physics parameters, and developed shaders and textures for real-time assets to be used on AR and VR headsets, as well as high-end videos

2016

### **3D Generalist • Contract, First Person Inc.**

- Role was assisting in creating a large interactive installation for G.E., which leveraged VR, AR (HoloLens), and Touch Designer to overlay interactive content on a power grid diorama that traveled to expos worldwide.
- Developed content for interactive kiosks and animated explainer videos for clients such as G.E. and Cisco
- Responsible for producing high-end 3D renders for broadcast, web, and print

- 2016 **3D Generalist • Contract, Swirl**
- Assisted in developing a real-time 3D web platform for interactively showcasing product features.
  - Delivered product models with animations for efficient real-time web viewing.
  - Photographed products to make textures that created a photo-real interactive web experience.
  - The client was Juniper Networks, and the focus was the PTX series routers.
- 2015 - 2016 **Animator • Contract, Intel**
- Designed and animated 2D/3D slides and videos for theatrical presentations at CES, Intel 360, and ISMC for CEO Brian Krzanich, Data Center Group SVP Diane Bryant, and CMO Steve Fund
  - Animated visuals for live shows by Bruno Mars, The Fray, Young the Giant, and Mix Master Mike
- 2014 **3D Artist • Contract, Apple**
- Created flower wallpapers for iOS 8 and product renders that were showcased in global marketing campaigns.
  - Delivered 2D and 3D art, animation, and product renders for the launch of iPhone 6/6 Plus, Apple Watch, and iPad Air 2
- 2012 - 2014 **Senior 3D Generalist • Telenav**
- Built 3D map content and designed 3D map behavior.
  - Determined technical attributes of 3D buildings for map system integration to improve efficiency.
  - As the sole 3D Artist, was responsible for modeling complex low poly structures, texture mapping and optimizing geometry for client delivery, consultation for 3D content acquisition, and 3D content on map accuracy analysis.
  - Responsible for prototyping, mockups for UX/marketing/engineering, splash screen, and UI animation.
  - Co-managed 3D data implementation.

### Summary of Additional Experience

- 2009 - 2011 Animator • Freelance, 1/29 Films - Designed style frames, animated explainer videos  
 Animator & VJ • Contract, Primus (Band) - Created/performed live concert videos  
 Animator & VJ • Contract, Muse (Band) - Animated music video for "Citizen Erased"  
 3D Generalist • Freelance, Pacific Digital Image - Animated and designed ads  
 3D Generalist • Contract, Alchemy Creative - Animated game characters for Sega  
 3D Generalist • Contract, Pacific Digital Image - Animated and designed ads  
 A/V Artist / VJ • Freelance, DJ Qbert, Vessel (Club), Pacha (Club) - Generative RT art
- 2004 - 2009 Continued on LinkedIn

### Software Expertise

Autodesk Maya, Maxon C4D, Blender, Zbrush, Substance, Adobe After Effects, Premiere, Photoshop Illustrator, Figma • Unity, Unreal, Perforce, Git, Octane, Vray, Redshift, Arnold, Cycles

### Education

Full Sail University AS Degree in Computer Animation.