

JIM LAWLER

ART DIRECTOR & MANAGER
SPECIALIZING IN USER EXPERIENCE



15 Blair Terrace
Peabody, MA 01960



617.877.2795



jlawler@slothjaer.com



www.slothjaer.com

Skilled art director, creative manager and user experience professional with strong leadership, creative and technical ability. I've contributed to and managed teams that produce world class games and web sites for over 18 years.

2017

2016

2015

2014

2013

2012

2011

2010

2009

2008

2007

2006

2005

2004

2003

2002

2001

2000

1999

1998

1997

TURBINE | WB GAMES

UI/UX DIRECTOR: GAME OF THRONES MOBILE 1/16 - PRESENT

Director responsible for managing team of UI Artists, 2D artists and UI Engineers. Responsible for documenting User Flow and setting a constant art style for all UI elements. Additionally responsible for creating wireframes, mock ups and production-ready UI art assets.

ART DIRECTOR 10/14 - 12/15

Director for a hand-selected, multidisciplinary art team. Responsibilities include: leading all aspects of art production, working with other discipline leads to pitch the game's concept to executive teams within Turbine as well as to executives at WB Games, creating and continuing to update the project style guide, ensuring all art produced adheres to defined specifications and managing the career growth and evaluation of the project art team.

USER INTERFACE & VFX DIRECTOR 03/13 - 10/14

LEAD ARTIST, USER INTERFACE & VFX 03/11 - 2/13

LEAD ARTIST, USER INTERFACE 09/09 - 03/11

Originally tasked with leadership of the User Interface team, responsibilities expanded to include managing the Visual Effects team. Supported the development of Lord of the Rings Online (LOTRO), Dungeons & Dragons Online (DDO) and Infinite Crisis (IC). Manager for the career growth and evaluation of all personnel. Other responsibilities included championing new processes, techniques and approaches allowing the products to flourish. Took on production tasks for UI Art/Design, UI Engineering (Scaleform/AS 2.0) and VFX (Proprietary Tool).

SENIOR UI ARTIST 09/06 - 09/09

Combined best practices from graphic design, illustration, usability and information architecture. Produced game interfaces that reflected the intentions of the Game System design team. Ensured that the user interface of LOTRO and DDO was clear, intuitive and aesthetically pleasing.

AFFINOVA

DESIGN TECHNOLOGIST 01/04 - 08/06

Created stylized online activities to optimize designs and concepts. Created flash-based software to streamline processes within the design department. Key Clients included: Proctor & Gamble, General Mills, Masterfoods, GlaxoSmithKline, Merck, and Peppercorn Farms.

INDEPENDENT CONTRACTOR

INTERACTIVE DESIGNER 04/02 - 12/03

Developed solutions for clients including Houghton-Mifflin, Energy Credit Union and Premier Source Credit Union.

BIT GROUP

SENIOR MULTIMEDIA DESIGNER 10/97 - 4/02

Assimilated marketing, branding and Internet strategies for each client engagement. Developed multimedia solutions that supported the overall Internet solution. Key clients included: Senator Bill Bradley's 2000 Presidential Campaign, Holmes Products and Cisco Systems.

SHIPPED TITLES

INFINITE CRISIS 2015

LORD OF THE RINGS ONLINE

- MINES OF MORIA 2008
- SEIGE OF MIRKWOOD 2009
- RISE OF ISENGARD 2011
- FREE TO PLAY 2012
- RIDERS OF ROHAN 2012
- HELM'S DEEP 2013

DUNGEONS & DRAGONS ONLINE

- FREE TO PLAY 2009
- MENACE OF THE UNDERDARK 2012

SKILLS



EDUCATION

SYRACUSE UNIVERSITY

1993 - 1997

School of Visual and Performing Arts

Art Media Studies

Major: Computer Graphics