

MARCELO VIANA NETO

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Multidisciplinary artist and educator with experience in game design, graphic design, art direction, 3D art for video games, and critical pedagogy.

TEACHING EXPERIENCE

Visiting Assistant Professor | **University of California, Santa Cruz** | 2018–Present

Research focus on speculative futures, decolonial game art, and critical pedagogy. Teaching a variety of large-to-medium sized courses on speculative future thinking for games, Game Design and Production, Graphic Design, Art Direction, and Digital Art Tools with a focus on 3D Art production for video games.

Lecturer | **University of California, Santa Cruz** | 2017–18 (Present: online courses)

Same courses as above. Presently developed and taught the program's first online offerings on 3D Game Art Production.

Instructor | **California State Summer School for Science and Mathematics (COSMOS)** | 2015–Present

Curriculum design and instruction. Summer intensive for high schoolers on game design and production.

WORK EXPERIENCE (ABRIDGED)

Research Assistant | **Ludo Lab, UCSC** | 2017–2019

Supported the development of research grants, conducted original research on games, art, and critical pedagogy, developed lab events and designed promotional material.

3D Game Artist and Designer | **Independent** | 2011–2014

Produced 3D art assets, characters, and concept art for video games, ranging from independent, mobile, to AAA-quality. Developed independent games for PC and iOS.

Art Director, Graphic and Web Designer | **Volume Inc.**, 2005-06 | **Turista Inc.**, 2006–2011

Art direction and design for award-winning multimedia projects for the entertainment and advertising industries. Clients include: Electronic Arts (Rockband, Spore, Need for Speed, Dead Space, Nintendo Wii), Google, Adobe, Bank of America, Dodge, International Museum of Women, Intersection for the Arts, SFMOMA, Heath Ceramics, 826 Valencia St., Metropolis Magazine, Details Magazine.

EDUCATION

University of California Santa Cruz | 2016

M.F.A. Digital Arts and New Media

California College of the Arts, San Francisco | 2005

B.F.A. Graphic Design with High Distinction

SKILLS

Brazilian Portuguese (native), Spanish (intermediate), Art direction, Game design, Game development, Graphic design, Digital sculpting, 3D modeling, Texture painting, Digital compositing, Illustration, 2D and 3D Animation, Photography, ZBrush, Autodesk Maya, Blender, 3DS Max, Substance Painter, Adobe CC, Unity, Unreal Engine, C#, JavaScript, HTML, CSS.

PROFESSIONAL AWARDS, SPEAKING ENGAGEMENTS (ABRIDGED)

ART + GAMES

Public Talks and Lectures

IndieCade 2019, Educator Summit, GameDev Track, “Game Art and Self-Determination.”
Game Developers Conference 2019, Educators Summit, “Teaching Game Design for a Reimagined World.”
Game Developers Conference 2017, Educators Summit, “Why Student Autonomy Matters.”
IndieCade 2016, Games for All Pavilion, “Radical Play: Games for Self-determination.”
Santa Cruz Museum of Art & History, Symposium 2016, “Radical Play: Games for Self-determination.”

Sin Sol/No Sun (AR game, ongoing collaboration with micha cárdenas)

Thessaloniki Biennial, 2019, Thessaloniki, Greece.
Leslie Lohman Museum, 2019. New York, NY.
Refiguring the Future, 2019. New York, NY.
Henry Art Gallery, “Between Bodies,” 2018–19. Seattle, WA.

Worm at the Core (digital game)

Different Games Arcade, 2016. New York, NY.

GRAPHIC DESIGN + ART DIRECTION

Rockband Website: Art direction – rockband.com (inactive)

Webby Awards Nominee

NOLAF (Tostitos) Website: Art direction – nolaf.org (inactive)

ADDY Gold, One Show Silver, D&AD Yellow Pencil

Dear Friends Books: Writing, design, and art direction

Adobe Design Achievement Awards, Print Multi-page Finalist

California College of the Arts Website: Design – cca.edu (inactive)

Webby Awards Official Honoree

Cave Cave Website: Art direction and development – cavecave.com.br (inactive)

Finalist NetFestival | 14th Video Brasil, Official Selection
Graphic Designers Association of Brazil Biennial, Official Selection

DiamondMall Mini-sites: Design and development – diamondmall.com.br (inactive)

Silver, 3rd Festival of the Minas Gerais Art Directors' Club
GrandPrix, 2nd Festival of the Minas Gerais Art Directors' Club
Finalist, Brazil Flash Festival Experimental category