

Duane Loose

Summary

Duane is a CG Production Designer/ Art Director working at the convergence of industrial design, animation and storytelling,

He creates stylized imagery for games, television, feature films and new media for the web. As a graduate of BYU's Industrial Design program he designed products for many Fortune 100/500 companies.

He holds degrees in Industrial Design (BFA) and Computer Animation (MFA). His teaching experience includes full and part time faculty positions at Mass Art, RISD, MIT, Cal State Long Beach and AI/San Diego. He has been a member of faculty advisory committees at BYU, Ai Pittsburgh and Ferris State University.

Specialties:

Digital (CG/3D) Production Design and visual development for entertainment, industrial design, architecture, aerospace and military industries. Teaching and mentoring art teams and leadership.

Contact / INFO

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- IMDB Page: www.imdb.com/name/nm0519769/
- Linked In Profile: www.linkedin.com/in/dloose

Professional Experience

Feb. 2010 - Present **GameCloud Studios**, Temecula, CA

Senior Art Director working with a new IP development studio. GameCloud is a division of Augmentum, Inc. an enterprise software development company headquartered in Foster City, CA and Shanghai, PRC. GameCloud's focus is developing immersive online interactive worlds, leveraging the power and technology of social and viral media.

Feb. 2007 – Present **alphaZED studios**, Inc. Lake Elsinore, CA

Production Designer/Art Director/CG Artist providing precision digital visual effects and animation for original IP, new media, ARG development, aerospace and design visualization.

Past Clients Include:

- Augmentum / Gamecloud - contract art director/production designer for social games including MMO and facebook games.
- Tarver Games – Art Direction, Production Design, asset production for Tarver's iPhone games

Duane Loose – Resume'

- Solaro Energy - Product Design and Development, Corporate ID
- Gobstopper Productions - original IP development.
- Vornado – Product marketing and viral web videos
- Final Image Productions – Star Trek, Fringe, Yamaha Consumer Audio/Video
- Sony Pictures Television International – afterworld (webseries)
- NBC Digital - Gemini Division (webseries)

March 2004-June 2007 **Electronic Arts Los Angeles**, Marina Del Rey (Playa Vista), CA

Senior Art Director at the LA studio. I directed a team of 50 + artists in two locations (LA and Montreal) for 2005's Medal of Honor: European Assault. My last project at EA was art direction for "Tiberium" a next gen game in the Command and Conquer universe using Unreal 3. I served on the studio senior leaders working group and established a cross studio art director's cell to create and maintain working relationships between art directors and cg supervisors on our game teams.

I mentored 2 lead artists from MOHEA into art director roles. In 2006 I served on the worldwide working group that redesigned the career track for artists and technical artists at Electronic Arts.

In 2007 I was nominated to serve on the art director council for Electronic Arts worldwide studios.

May 2003- March 2004 **Creative Capers Entertainment, Inc.**, Glendale, CA:

Supervising Art Director and VFX Supervisor for Bionicle direct to video feature film for Miramax, Lego and Buena Vista – my work on this film (and its prequel) won on the DVD academy award for best VFX in a direct to video feature. I also spent 5 months (July– December 2003) in Taiwan working on site with the production team at CGCG.

Jan 2002- May 2003 **discreet** div. of **AUTODESK**, Santa Monica, CA

Animation and Visual Effects Products Specialist for the Southwest US region. Main duties included sales support as a demonstration artist for 3d Studio Max and combustion, trade show (GDC, E3 etc.) demonstration, troubleshooting client production problems. I worked as part of a 5 man team setting up the 3ds max pipeline for Buena Vista's (Disney) test of Autodesk's toolset for Gnomeo and Juliet, Summer 2002

June 1994 - Jan 2002 **Creative Capers Entertainment, Inc.**, Glendale CA

Supervising Art Director for CG/Development - During my tenure at CCE I worked on two feature films, did production design for eight TV show pilots including: Sitting Ducks, Kingsley's Meadow, Nightmare Ned, Studman Brothers, Houdini, Stabler, PhD, Titanisphere, Tut - and worked on 45 titles for Disney Interactive. My work at CCE included story development, production design, art direction, lighting, compositing, VFX supervision and technical direction.

Duane Loose – Resume'

- Jan 1993- May 1994 **Altitude, Inc.**, Boston, MA ,
Co-Founder: Altitude, Inc., an Industrial Design consultancy, with Brian Matt. Full service ID consultancy; clients included Millipore/Waters and Symbol. Consultant to Design Continuum; created designs for Plantronics headset and Samsung Water Purifier.
- June 1989- Jan 1993 **Herbst Lazar Bell**, Boston, MA
Principal Designer /Executive Vice President in start-up satellite office for a Chicago based ID firm. With partner Brian Matt led sales growth of the office from a deficit of 200K to a profit of 600K on sales of 1mil in 1 year. Promoted to Executive VP in 1992. Clients included: Fisher Price, Virtual World Entertainment, Rubbermaid, AMF, Chicago Museum of Natural History, Lifeline, Ciba-Corning Diagnostics, Xerox, Stanley Tools, Data General, Plano/Caboodles and Millipore/Waters.
- Jan 1987- June1989 **Data General Co.**, Westboro, MA
Principal Industrial Designer designing laptop and portable computers and mainframe cabinet systems. Worked closely with and onsite at Data General's subsidiary: Nippon Data General, Gyoda, Japan. Patents awarded: 2
- June 1986- Dec 1986 **Herbst Lazar Rogers and Bell**, Lancaster, PA
Industrial Designer/Design Manager managed client accounts: York, Crayola, and Rubbermaid.
- May 1983- June 1986 **Wang Laboratories**, Lowell, MA
Senior Industrial Designer designing WangNet, Telephone, Communications and PC products; Patents awarded: 1
- June 1981- May 1983 **Digital Equipment Corporation**, Maynard, MA
Junior Industrial Designer designing video terminals, printers and workstations; Patents awarded: 1; Awards: Hannover Fair Good Industrial Design Award 1993.
- December 1979 – June 1981 **General Motors** Design Staff, Warren, MI
Associate Creative Designer - Part of the creative team at GM designing the World of Motion pavilion for Walt Disney World's EPCOT project.
- Dec 1979- May 2003 **Freelance Artist/Industrial Designer** –
Clients included: Electronic Arts, Caldia, WizKids Games, FASA Corporation, Fisher Price, Altitude, Inc., Design Continuum. Projects included product design, illustration, website design, 3d animation for games and print media.

Design Faculty Experience

- 2010 - present **Ai California/San Diego**, CA - Instructor teaching advanced lighting and materials
- 2007 - Present **Ferris State University**, Grand Rapids, MI - Game and Media Arts Program Advisory Committee.

Duane Loose – Resume'

Summary: Advisor to the program for strategic curriculum development.

2001- 2006

The Art Institute of Pittsburgh, Pittsburgh, PA - Program Advisory Committee.

Summary: Advisor to Hans Westman, head of the Media Arts and Animation program at AI/Pittsburgh.

1999- 2002

Brigham Young University, Provo UT – Animation and Industrial Design Department faculty advisory board

Summary: I advised the BYU Industrial Design program and the, then newly created Animation Program.

September 1994- December 1995

California State University at Long Beach, CA. - Full Time Faculty: Industrial Design Department

Summary: I taught four classes at CSULB: Freshman Foundation I and II, Perspective Drawing and Rapid Visualization (marker sketching and rendering). I also served on the curriculum advisory committee.

September 1993 - May 1994

Rhode Island School of Design, Providence, RI - Part Time Faculty: Industrial Design Department

Summary: I taught 3 classes at RISD: Product Visualization (marker and pencil sketching and rendering techniques), Senior Design Studio, and Graduate Studio.

September 1991- May 1993

Massachusetts Institute of Technology, Cambridge, MA - Adjunct Faculty / Lecturer –

Summary: Brian Matt and I taught a graduate course in Industrial Design and Product Visualization in MIT's dual degree (ME/MBA) program under the direction of Professor Woody Flowers. Students were in the engineering and business entrepreneurial program.

January 1982- June 1989

Massachusetts College of Art, Boston, MA - Design Instructor

Summary: I taught marker rendering and sketch techniques – approx: 1 semester class per year.

Awards

2005

Winner - Best Visual Effects in a DVD Premiere Movie – Bionicle: Legends of Metru Nui. Shiao Fung-Yi and Duane Loose - Visual Effects Supervisors: presented by the DVD Exclusive Academy - www.dvdexclusive.com

2003

Winner- Best Visual Effects in a DVD Premiere Movie – Bionicle: Mask of Light: Shui-Wen Tsai and Duane Loose - Visual Effects Supervisors: presented by the DVD Exclusive Academy - www.dvdexclusive.com

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WEB/TV Credits

2008	Fringe (for Final Image Productions) - 3D artist
2008	Gemini Division – sci-fi web series starring Rosario Dawson for Sony/NBC. www.nbc.com – Production Designer/VFX Supervisor
2007	Afterworld – a groundbreaking digital sci-fi series. 130 Episodes distributed by Sony Pictures International. www.afterworld.tv – Art Director/CG Supervisor
2001	Sitting Ducks – Michael Bedard’s hilarious 3d animated series – Production designer/ Pre-viz art director (un-credited) for Creative Capers Entertainment
1999	Kingsley’s Meadow - animated children’s series – 3D artist

Film Credits

2009	Titles Production Designer / 3d artist - Star Trek for Final Image Productions - (un-credited)
2007	Spirit of the Marathon – Independent Film – contributing artist
2007	The Legend of Secret Pass – titles concept designer, 3D artist
2005	IMPS: The Relentless: Modeling, Visual Effects
2005	Lego/Miramax/Buena Vista – Bionicle: Web of Shadows, Environment Artist
2004	Lego/Miramax/Buena Vista – Bionicle: Legends of Metru Nui, Art Director/Visual Effects Supervisor
2003	Lego/Miramax/Buena Vista – Bionicle: Mask of Light, Visual Effects Supervisor
1997	Walt Disney Pictures - Mr. Magoo, 3D Animator
1996	Walt Disney Pictures - 101 Dalmatians, 3D Producer

Game Credits

2009	Tarver Games: Art Director/Production Designer: Ghosts Attack - FPS iPhone game.
2008	Electronic Arts: Art Director for Tiberium – FPS set in Command and Conquer Universe (Unreal 3 engine)
2007	Electronic Arts: Command and Conquer 3, Pre-production Art Director
2005	Electronic Arts: Medal of Honor: European Assault, Art Director
2003	Electronic Arts: Command and Conquer: Generals, Contributing Artist
1994 – 1999	Creative Capers Entertainment for Disney Interactive - 45 titles including: <ul style="list-style-type: none">• Escape from DeVil Manor - Art Director• Topsy Turvy - Background Artist• Walt Disney World Explorer - Art Director/3D Artist

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- Hades Challenge - BG Layout
- Nightmare Ned -contributing Artist.

Publications/Articles/Workshops

- 2008 *"Story Telling and Cultural Memory: Creating artifacts of ritual remembrance"*
MFA/Animation Thesis, December 2008
- 2007 Guest lecturer at Ferris State University – Grand Rapids, MI -
<http://tinyurl.com/ywg3el>
- 2001 *"The Death of Imagination"; "A Fool with a Computer"; "So, You want to be a
Digital Artist"*, published by InformIT.com
- 2001 World Animation Festival 2001, Los Angeles - Panel co-moderator
- 2001 *3ds max 4 Workshop* (544 pages) published by QUE Books
- 2000 *3D Studio MAX 3.0 Workshop* (600 pages) published by Hayden Books
- 1999 *The Frankenstein Principles: Developing Effective Characters for Games*,
Game Developers Conference - San Jose, CA
- 1994 *Marketing, Design and Education: Cross Functional Integration and Design
Communication*, Design Management Journal, Volume 5, Number 4
- 1984 thru 1994
- Battletech Technical Readout No's 3025, 3026, 3057, 3058 – Interior and
Cover Artist;
- Shadowrun: Interior Artist, 2nd Edition - published by FASA Corporation
- 1997 thru 2001
- Mechwarrior Novels –
- Mechanical and Technical Drawings for: Call of Duty, Patriots and Tyrants,
Test of Vengeance, Dagger Point, Illusions of Victory, Measure of a Hero,
Threads of Ambition, Freebirth, Sword and Fire, Grave Covenant, The
Hunters – published by ROC.

Education

- 2005 - 2008 *MFA/Computer Animation* - Art Institute/Miami International University,
December 2008; 3 year - 11 Quarter program; GPA: 4.0.
- 1975 – 1979 *BFA/Industrial Design*, Brigham Young University, Provo, UT - Ford Motor
Company Design Staff Internship, Summer 1978; Dean's List for outstanding
academic achievement, 1978-1979; ID Department administrative assistant,
1977-1979; Industrial Design Instructor, 1978-1979

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Tools/Skills

- Storyboarding
- Pre-Viz/Production Design
- Digital Matte Painting
- VFX Supervision
- Green Screen Supervision
- 3DS Studio Max
- Vue D'esprit Infinite
- Combustion
- Premiere PRO CS3
- Photoshop CS3
- After Effects CS3
- MS Word, Excel, Powerpoint, Project

Human Factors

- Married with Children
- Good health, non smoker, non drinker, no drugs
- US Citizen
- Languages spoken: English, Chinese: Cantonese and some Mandarin

Recommendations for Duane from Linked IN

Head Dude - alphaZED studios

"I first worked with Duane at EALA where I was in awe of his talent not only as an artist, but also as a teacher, a mentor and a leader. So when I started my own digital media company, I was very fortunate to hear Duane was looking for new challenges and work closer to home. We definitely gave him new challenges, asking him to design not only the production but the pipeline on a project that had no precedent. Duane rose to every challenge thrown at him, working tirelessly and under less-than-ideal conditions with a team that would have died for him. His integrity, his work ethic and his vision are simply unmatched. In the end, we couldn't keep Duane - the commute was too much to bear - but I am so proud of the work we accomplished together. And the fact that he has taken a major step in opening his own studio close to home. If you need an artist, a leader and a visionary... do not look any further: Duane Loose is your man. November 26, 2008 - **Brent Friedman** (Owner at Electric Farm Entertainment) managed Duane indirectly at alphaZED studios.

"Duane, What can I say? - You are the most incredible person I have ever had the pleasure of knowing. You are one of the greatest leaders I have ever had the pleasure of working with, and your ability to direct and engage with your fellow workers is truly a work of art. My mother aside, I know of no other person in my life that has taught me more about work, talent and character than you. I will forever owe a great debt to you. You have helped me grow as a producer and a person, and I could have never become an EP without you. Thank you for everything you have ever done for me, and as always you are the first person I call whenever I need help or a friend." November 21, 2008 - **Alex Reed**, *Senior Producer, Electric Farm Entertainment* worked directly with Duane at Electric Farm Entertainment

"The place where Uber Creativity and Talent Meets Technical Expertise and Style is where Duane Loose Lives. I've worked with Duane many times over the years most recently on the

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Opening titles for "The Legend of Secret Pass" where Duane created the 3d logo for the Movie and did just a stellar job under a very tight deadline. I would fully recommend Duane for any project." April 1, 2008 - Top qualities: Great Results, Personable, Expert - **Craig Russo** - hired Duane as a 3d and Art Direction in 2004, and hired Duane more than once

Senior Production Designer - Electric Farm Entertainment

"Working with Duane is like speed-reading an encyclopedia on acid! What I mean is that his knowledge is vast and his ability to quickly translate the information into compelling original visuals is mind-blowing. When was the last time having a meeting about a project really excited you? Every conference with Duane on our project GEMINI DIVISION was an inspirational experience. Duane really appreciates writers ... and I know all of us writers loved to work with him. Can't wait 'til next time!" August 10, 2008 - **Jacqueline Zambrano**, screenwriting instructor, UCLA Extension Writer's Program worked directly with Duane at Electric Farm Entertainment

"What more can be said about Duane Loose that hasn't already been illustrated ten times better by the list of people who have written glowing recommendations for this man? In a nutshell, Duane, as our Senior Art Director/Production Designer, on AFTERWORLD, is extremely talented and the consummate professional who embraces the concept of "playing well with others" in the workplace. I consider myself very fortunate to have had the opportunity to not only work with him on a daily basis, but learn a great deal from this creative visual sage who I can also call on as a friend." April 22, 2008 - **Deric Hughes**, *Writer/Consultant, Electric Farm* worked with Duane at Electric Farm Entertainment

"I worked with Duane for about 7 months. Before he came, the place was chaotic and depressing. Duane brought balance back to the studio and made it pleasant. He is also very talented. Episodes he worked on were visually incredible. Plus he's a super cool guy. I recommend him for anything except maybe... cutting 2x4s. He has issues with cutting wood. Haha. (inside joke)" March 7, 2008 - **Phillip Giles**, *Senior 3d Dude, Rogow Productions* reported to Duane at Electric Farm Entertainment

"This is the third time I've had the pleasure of working with Duane. His easygoing but intensely focused manner instills in his team members a strong desire to go the extra mile to not only get the job done, but to exceed expectations wherever possible. Duane is a master of his craft and his knowledge of art direction and design is deep, yet constantly growing. His ability to clearly articulate his thoughts and ideas make it easy to take direction from him. Duane is a major asset to any project that he is involved with." January 11, 2008 - **Pete E**, *Senior 3D artist and Compositor, Electric Farm Entertainment, LLC* reported to Duane at Electric Farm Entertainment

"Duane has a freakishly keen eye for perspective... and mood, color and art in general. As a leader he is not just a mouthpiece; he leads by example. Very knowledgeable about software and quite patient with a variety of personality types working under him." January 7, 2008 - **Laurie Powers**, *Background Painter, Afterworld, LLC* reported to Duane at Electric Farm Entertainment

"It's rare that you meet a person like Duane Loose outside of the office, let alone within the context of a professional environment such as the one that existed during production of the first season of Electric Farm's sci-fi webisode series AFTERWORLD. As our Senior Art Director/Production Designer, Duane not only proved himself to be the consummate team player, but also a wise, creative and talented individual -- a triple threat asset to those lucky enough to work beside him." January 5, 2008 - **Benjamin Raab**, *Writer, Electric Farm Entertainment* worked with Duane at Electric Farm Entertainment

Senior Art Director - Electronic Arts/Los Angeles

“There are certain people you meet in your career path that change the way you look at everything. Duane is certainly one of those people. His superb management style, visual aesthetic quality and comprehensive and attentive leadership abilities make him a stellar package. It was an honor to work alongside Duane and learn from a Master. I couldn't have been as successful an artist, leader or person without him. One of the rare ones!” March 19, 2008 - **James Dargie**, *Computer Graphics Supervisor/Director/Producer, Electronic Arts* worked with Duane at Electronic Arts/Los Angeles

“Duane is a well-rounded and highly skilled artist, who served as my Art Director on both Medal of Honor: European Assault and Tiberium while he was at EA. Duane has a real talent for putting together a great team, and always showed strong leadership abilities. I think that one of his biggest strengths is the way he brings a sense of 'spirit' and soul to his work, and to his team. Duane served as a mentor to me and took a deep personal interest in giving me opportunities to stretch and grow. He is a wonderful ally and very trusted friend. I would gladly welcome the chance to work together again. Duane has a very strong spirit and a good heart. He inspired his team to be of service to each other, a quality that you don't often find in this business, or any other, for that matter. He has my wholehearted recommendation as a leader, artist, and friend.” March 4, 2008 - **Ken Bishop**, *Lead Character Artist, Electronic Arts Los Angeles* worked indirectly for Duane at Electronic Arts/Los Angeles

“Duane is an excellent mentor and teacher. He is able to identify the most important specifics of an F/X element, an animation or a lighting environment and offer critique for improvement. He is able to use his industrial design experience and aesthetics to add value to projects. As a manager he believes and practices the philosophy of the art director acting "in service" to the art team; not simply as one who pulls or pushes the team to a vision, but as one who is a guide and a resource.” July 1, 2007 - **Zach Schläppi**, *Lighting Lead, Electronic Arts Los Angeles* worked indirectly for Duane at Electronic Arts/Los Angeles

“Duane is easily one of the best individuals it has ever been my pleasure to work with. Along with being a talented artist Duane is also fantastic person with years of experience and wisdom that he shares freely with all who know him. It's Duane's patience and overwhelming compassion that make him such a prolific teacher. I sincerely thank Duane for all of his guidance and mentorship which have helped shape my career as an artist. I look forward to any opportunity that may arise where we can work together again.” May 8, 2007 - **Jason Priest**, *Lead Artist, Electronic Arts Los Angeles* reported to Duane at Electronic Arts/Los Angeles

“Duane is one of the most talented artists I've worked with. His devotion to his team is without bounds and he's an all around good guy. If you get the chance, work with him.” May 2, 2007 - **Harvard Bonin**, *Senior Producer, Electronic Arts* worked directly with Duane at Electronic Arts/Los Angeles

“Duane Loose is geared towards success with positive assertiveness. He is a mentor, friend and leader. His enthusiasm is contagious and helps him to establish leadership on any team. Duane sees the bigger picture! He is articulate and creative. I would happily work with him again in the future!” February 16, 2007 - **Tricia Vitug**, *3D Artist - Environments, Electronic Arts* reported to Duane at Electronic Arts/Los Angeles

Supervising Art Director - Creative Capers Entertainment

"I have had the pleasure of working with Duane on many projects over a period of eight years. He is, by far one of the most talented artists and visionaries I have ever met. He is a strong leader with the ability to inspire and lead his colleagues to optimum achievement. His designs are impeccable, original and intelligent. He brings with him a calm sense of pure confidence and seeks new ways to innovate and push the limits of what has come before." November 7, 2008

Bobbi Pacheco, *Line Producer, Creative Capers Entertainment*
managed Duane at Creative Capers Entertainment

"Duane is not only a close personal friend but one of the best supervisors I've had the pleasure to work alongside. Both an extremely talented designer, illustrator and animator in his own right, but an intellect as well. A true renaissance man. I high endorse his talents and vision on any project." January 9, 2008 - **Lorin Wood**, *3D Artist, Creative Capers Entertainment* reported to Duane at Creative Capers Entertainment

"Duane is a friend and mentor who has my deepest respect. He provided an example of leadership and poise and helped me hone my craft to the next level. His knowledge of the craft is impressive. I look forward to creating with him in the future." August 25, 2006 - **Christopher E. A. Christman**, *CGI Director, Creative Capers* worked indirectly for Duane at Creative Capers Entertainment

Animation + Visual Effects Products Specialist - discreet division of AUTODESK

"If there ever were a saying to describe Duane it might be: "Speak softly, but carry a BIG stick ." Using his artwork in place of a stick of course... Duane is calm, concise, insightful and humble. While technically adept, his concept and creative work is absolutely phenomenal. Duane is someone I feel privileged to have worked with and if given the opportunity to work with him again, I wouldn't hesitate." March 24, 2008 - **Marshal Fontaine**, *Applications Engineer | demo artist, Discreet* worked directly with Duane at discreet division of AUTODESK

"I could not have higher praise for Duane. I have truly enjoyed working with him. Duane is extremely knowledgeable both technically and artistically which is very rare but even more difficult to find is a calm good natured solid personality behind it. Duane has been a student, teacher and mentor to whom I'll always look up to. I strongly encourage anyone who has the opportunity to work with or for Duane to do so as it is sure to be a rich environment for you to grow in as well." February 16, 2007 - **Vincent Brisebois**, *Animation and Visual Effects Products Specialist, Autodesk* worked directly with Duane at discreet division of AUTODESK

Executive Vice President - Herbst Lazar Bell, Inc. Boston Office

"One cannot find a better man than Duane. I admire his hunger for knowledge, his compassion for others, and his dedication to supreme quality. Duane will be a success at whatever he does. We are in our 18th year of friendship and I feel as if we are brothers. That is his gift as a colleague...always supportive, always interesting, always a pal." March 18, 2008 - **Brian Matt**, *VP Boston Operations, HLB* worked directly with Duane at Herbst Lazar Bell, Inc. Boston Office (and started Altitude with Duane in 1993)