
Daniel Xiao

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Artist and art director with 14+ years of industry experience. Highly organized design leader, with experience in hiring, managing, and mentoring creative professionals. Supervised multiple teams in developing high-quality visuals for VR and independent gaming, including the award-winning VR games, Raw Data and Sprint Vector.

Extensive knowledge of illustration, industrial design, art direction, VFX, and VR game production. Excellent written and verbal communication skills, with the ability to articulate design concepts and project goals to leads across all departments. Exhaustive knowledge of 2D/3D production techniques including digital illustration, matte painting, 3D modeling, and photo manipulation.

Experience

Void War / Game Director

JAN 2020 - Present, Boston, MA

Led a small team of artists and designers to develop the procedurally-generated, space combat strategy game, Void War. Responsible for programming, game design, art direction, marketing, mentoring, and project management.

Survios / Art Director

DEC 2016 - DEC 2017, Greater Los Angeles Area

- Managed multiple art teams working in Unreal 4 and Unity 5 to deliver 2D/3D assets to the production and marketing departments.
- Responsible for developing the visual identity of Survios VR products including Raw Data, Sprint Vector, and Electronauts.
- Created extensive illustrations, style guides, storyboards, concept sketches, 3d renders, marketing collateral, graphic designs, UI layouts, VFX pre-viz, and visual design documents for existing and future Survios VR products.
- Established workflows and art pipelines to increase efficiency between teams.
- Interviewed and hired 2D and 3D artists for the marketing and art departments.
- Worked with the business development team to develop high concept pitch documents for future releases and partnerships.

Survios / Senior Concept Artist

OCT 2015 - DEC 2016, Greater Los Angeles Area

Created concept art, UI design, and marketing assets for Survios VR products.

DreamWorks SKG / Concept Artist

DEC 2009 - JAN 2010, Universal City, CA

Worked closely with production designer Guy Dyas in developing key art and concept images for Steven Spielberg's sci-fi project, Robopocalypse.

Pixar Animation Studios / Matte Painting Intern

MAY 2009 - AUG 2009, Emeryville, CA

Created matte paintings and concept art for Toy Story 3, Day & Night, Cars 2, and Brave.

Contractor / Concept Designer

DEC 2008 - Present

Developed concepts and visual design for various properties across the film, VFX, video games, and VR industries. Past clients include Pixar Animation Studios, Dreamworks-Universal, Hasbro, and EA DICE. Projects include Toy Story 3, Brave, Steven Spielberg's Robopocalypse, Battlefield 4, Dragon Age: Inquisition, Killer Instinct (2013), Hawken, and Warhammer 40,000: Death Angel.

Education

Art Center College of Design / BS, Entertainment Design

2008 - 2012, Pasadena, CA

Studied industrial design, filmmaking, and visual effects.

Watts Atelier of the Arts

2006 - 2008, San Diego, CA

Studied classical figure drawing, oil painting, and illustration.