

# JOSEPH WILLIAMS

## ART DIRECTOR

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## ABOUT ME

I am a team-oriented and product-focused creative leader with over fifteen years of experience spanning across multiple industries. In 2010 I co-founded The Tap Lab, a mobile gaming studio where we developed games with Sega, WWE, and Cartoon Network. In 2017 we were acquired by WB Games Boston where I am currently Director of Art on Game of Thrones: Conquest, a top-grossing mobile 4x strategy game.

## EDUCATION

Bachelors in Film and Media Arts  
Temple University School of Film,  
and Media Arts  
2001-2005

## SKILLS

- Leadership and Decision Making
- Creative Direction and Strategy
- Branding and Marketing
- Concept and Development
- Team Management and Growth
- Production Methodologies
- Project Planning
- Cross-Functional Collaboration
- Print Production
- Client Relationships
- Photography
- Animation
- Editing and Motion Graphics
- Visual Storytelling
- Graphic and Visual Design
- Typography

## WB GAMES BOSTON

### DIRECTOR OF ART / Jan 2022 - Present

- Directed team of twenty talented multi-disciplinary artists including 2D, 3D, UI, Animation, Tech Art, and Graphic Design, scaling the team based on the demands of multiple projects, including live and in-development games.
- Set high visual targets for feature development and Live Operations for a 24/7 global business while guiding discipline leads on the creation of process documentation, style guides, and prioritization of visual improvements.
- Aligned studio and team goals, ensuring enthusiasm, energy, and passion on projects while also advancing the studio's strategic objectives through streamlined processes, refining collaboration methods, and leveraging data-driven insights.
- Partnered with executive leadership on the creation of recurring multi-day learning and development program, allowing teams to focus on personal training, experimentation, and prototyping.
- Collaborated with remote publishing teams on optimizing shared asset pipelines and improved creative cohesion on advertising campaigns and market-strategies.
- Spearheaded initiatives to nurture studio culture and morale in a hybrid environment fostering deeper communication, relationships, and trust across teams.
- Established productive cross-functional relationships with HBO unlocking new IP opportunities over the course of multiple seasons and shows.

### ART MANAGER, LIVE OPS CREATIVE LEAD / Feb 2020 - Jan 2022

- Conceived and implemented new processes which extended our Live Operations content roadmap from one month to twenty-four months.
- Opened new art pipelines across several studios to improve collaboration from a game development and publishing teams perspective.
- Developed new workflows and processes for the 2D and Graphic Design team, enhancing efficiency and productivity, resulting in improved visual and narrative cohesion, reduced production times and elevated visual quality.
- Dissolved ineffective silos across teams through the application of tactical partnerships and communication channels, leading to renewed culture of collaboration.
- Drove personal and professional development through mentorship, scheduled learning, and internal knowledge sharing.
- Worked with studio leadership and PM on aligning art and business goals.

### SENIOR/LEAD ARTIST / Aug 2017 - Feb 2020

- Collaborated with HBO and publishing teams to develop strategies to leverage audience enthusiasm around the final season of Game of Thrones.
- Established visual standards for in-game events, offers, and Live Operations creative assets.
- Delivered countless pieces of art for events and offers while implementing multiple new UI features in Unity.

## THE TAP LAB

**CO-FOUNDER and ART DIRECTOR / Mar 2010 - Aug 2017 [Acquired by WB Games]**

- Co-founded mobile gaming startup and grew staff with both local and remote artists.
- Actively engaged in business development, contributing to company growth and strategic partnerships with Sega, WWE, and Cartoon Network.
- Established high visual targets for multiple titles while adhering to tight deliverable timelines and rigorous quality standards with IP holders.
- Set visual direction, developed game assets, UI/UX documents, style guides, animations, and documentation around narrative lore.
- Instrumental in negotiating and finalizing the sale of the company, resulting in a successful exit strategy for our team and investors.

## J.CREW

**APPAREL DESIGNER / Nov 2009 - Sep 2020**

- Conceptualized, designed, and delivered numerous hand-drawn graphics for men's, women's, and kid's apparel lines over the course of 40+ seasons.
- Closely collaborated with J.Crew designers on project goals based on previous season performance and competitor trends in order to create multiple designs that met each season's objectives.
- Assisted in the improvement of documentation and collaboration tools for remote teams.

## MILLERVOLPE

**LEAD INTERACTIVE DESIGNER / Sep 2009 - Sept 2012**

- Responsible for all interactive and digital media including websites, promotional videos, animations, trade show booths, and events.
- Contributed to the conceptualization and execution of advertising campaigns tailored for print and digital platforms, integrating creative vision with strategic messaging to maximize audience impact and brand resonance.
- Nurtured relationships with existing clients while successfully cultivating new business opportunities.

## SEIZE THE MEDIA

**INTERACTIVE DESIGNER / Aug 2005 - Sep 2010**

- Worked on interactive and alternate reality narrative experiences that leveraged a burgeoning social media landscape creating unique story experiences.
- Collaborated on numerous viral marketing campaigns showcased at prestigious film festivals, including Sundance.
- Edited and animated supplemental video content for films and viral campaigns

## SHIPPED GAMES

### WB GAMES BOSTON

**GAME OF THRONES: CONQUEST (2017) / Director of Art**

### THE TAP LAB

**WWE TAP MANIA (2017) / Art Director**

**POLICATS (2016) / Art Director**

**ADVENTURE TIME PRESENTS: BMO SNAPS (2015) / Art Director**

**BIGFOOT HUNTER (2014) / Art Director**

**TINY TYCOONS (2013) / Art Director**