

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 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 The Tap Lab was 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

WB GAMES BOSTON

DIRECTOR OF ART / Jan 2022 - Present

- Directed a team of twenty multi-disciplinary artists including 2D, 3D, UI, Animation, Tech Art, and Graphic Design, scaling the team to support the demands of multiple projects, including live and in-development games.
- Set high visual targets for feature development and Live Operations on a 24/7 global business while directing discipline leads on the creation of new art pipelines, process documentation, and style guides.
- Established cross-functional relationships with HBO which unlocked new IP opportunities across multiple shows and seasons.
- Promoted an environment of continued personal and professional development with the team through internal mentorship, knowledge sharing, and external resources.
- Aligned studio and team goals, ensuring enthusiasm, energy, and passion on projects while also advancing the business objectives..
- Collaborated with remote publishing teams on optimizing shared asset pipelines and improved creative cohesion on advertising campaigns and market-strategies.
- Partnered with executive leadership on the creation of recurring multi-day learning and development program, allowing teams across the studio to focus on personal training, experimentation, and prototyping.
- Spearheaded initiatives to nurture studio culture and morale in a hybrid environment, helping foster deeper communication, relationships, and trust across teams.

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

- Conceived and implemented new processes which extended our Live Operations roadmap from one month to twenty-four months.
- Opened new art pipelines across multiple studios to improve collaboration from a game development and publishing team perspective.
- Developed new workflows and processes for the 2D and Graphic Design team, enhancing efficiency and productivity which resulted in improved visual and narrative cohesion, reduced production times, and elevated visual quality.
- Dissolved ineffective silos across teams through tactical partnerships and communication channels, leading to a renewed culture of collaboration.

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 high visual standards for in-game narrative events, offers, and Live Operations creative assets.
- Delivered countless pieces of art for events and offers while simultaneously 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, marketing materials, and the creation of 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.
- Worked closely with J.Crew designers on establishing seasonal goals based on the previous season's performance and competitor trends.
- 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 in-person marketing 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 digital campaigns.

SHIPPED GAMES

WB GAMES BOSTON

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

THE TAP LAB

WWE TAP MANIA (2017) / Art Director

POLITICATS (2016) / Art Director

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

BIGFOOT HUNTER (2014) / Art Director

TINY TYCOONS (2013) / Art Director