

DON ALEXANDER

Lexington, MI 48450

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3D ART & ANIMATION LEAD

Cross-Platform Game Development | XR & Storytelling | 3D Generalist

Collaborative, visionary leader with over 27 years of experience in game, film, and animation production. Lead and contribute to award-winning projects across console, mobile, PC, VR, and AR platforms. Passionate about mentoring teams, fostering collaboration, and developing rich, engaging visual content that delights players. Bring deep expertise in color theory, storytelling, user experience, and full-cycle game art development, having worked with top studios including EA, Sony Online, and Konami.

Areas of Expertise

Creative Direction | Art Leadership | Animation | Game Art | Storyboarding | 3D Modeling | UI/UX | Branding | Texturing | Rigging | Game Design | VFX | Character Design | Traditional & Digital Illustration | Film Development | Mentorship

Technical Skills

Unity3D | Unreal Engine | Maya | 3ds Max | ZBrush | Photoshop | Premiere | 3D Coat | UVLayout | Shotgun | JIRA | Perforce | Roadkill | Digital Painting

EXPERIENCE

SCIPLAY, a subsidiary of LIGHT & WONDER, Austin, TX

(2021 – 2025)

Principal Artist, 2024 – 2025

Contributed to visual development for a new 2D mobile title, including UI layout design, visual effects (VFX), keyframe animation, and asset integration using Unity.

- Collaborated cross-functionally to ensure consistency in visual style, user engagement, and technical performance.

Art Director, 2022 – 2024

Directed and maintained cohesive visual styles across multiple disciplines including character art, UI/UX, animation, environment design, branding, and franchise aesthetics.

- Spearheaded narrative and story arc development for an unannounced mobile title, aligning creative direction with gameplay and brand vision.
- Mentored junior artists and established art pipelines to streamline production.

Principal Artist, 2021 – 2022

Created character animations and supported storytelling for the Monopoly Slots franchise.

- Played a key role in collaborative art and animation development, contributing to feature enhancement and user experience.

MUTUAL MOBILE, Lexington, MI

(2018 – 2020)

Design Director XR

Led design and visual development for enterprise VR/AR solutions using Unity on Oculus, iOS, and Android platforms.

- Directed UI/UX flows and visual storytelling for immersive brand experiences across a range of Fortune 500 clients.

BIG FISH GAMES, Oakland, CA

(2016 – 2018)

Lead Artist XR

Oversaw art direction and asset creation for Moonshot Galaxy across PSVR, Oculus Rift, HTC Vive, and Gear VR.

- Delivered interactive and visually compelling XR environments, improving player immersion and user engagement.

EXPERIENCE (continued)

EA MOBILE GAMES, Austin, TX

(2012 – 2015)

Lead Artist

Directed visual development for Heroes of Dragon Age and Monopoly Bingo.

- Managed multidisciplinary art teams and ensured delivery of high-quality assets, aligning with brand and gameplay objectives.

ADDITIONAL RELEVANT EXPERIENCE

INTIFIC INC., Austin, TX

Principal Artist

SONY ONLINE ENTERTAINMENT, Austin, TX

Lead Artist | Art Director

ELECTRONIC ARTS, Redwood City, CA

Senior 3D Character Animation Artist

HUMAN CODE, Austin, TX

Senior 3D Game Artist

KONAMI, Hawthorne, CA

Senior 3D Artist

VOLUNTEER EXPERIENCE

PATHFUL CONNECT (formerly NEPRIS), Plano, TX

Student Mentor

Provide virtual mentorship to aspiring CG artists interested in careers in video game and film production.

- Share industry insights, portfolio feedback, and career advice to help guide students in developing professional-level creative skills.
- Support diversity in the next generation of game artists by fostering confidence, curiosity, and artistic growth.

PROFESSIONAL DEVELOPMENT

B.A., Classical Animation, SHERIDAN COLLEGE, Oakville, Ontario, Canada

Additional training:

- Environmental Design