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CV

Profile

I am a digital artist with over a decade of experience in creating 3D content for applications, animations and stills.

I have a proven track record delivering projects successfully using both pre-rendered and realtime methods. My hard skills are focused in environment creation and hard surface modelling but more importantly I have a goal orientated approach, good time management skills and a flexible mindset.

My education is in art, design and architecture and I believe it has been fundamental in enabling me to produce work with a strong conceptual foundation and a good understanding of visual language. I take pride in producing great looking results and am prepared to go the extra mile to ensure that happens.

On a personal level I am a family man, I enjoy spending time outdoors with my young family and relaxing with friends, reading and music, brewing and cooking, flying kites and following current affairs.

Experience

Real Visual Group
Creative Director
Full time: 6/2011 - 11/2015

(Real Visual are Unity specialists operating in the non-gaming space. In 2015 they were declared insolvent and were purchased by Inside Infinity Studios).

Main Responsibilities:

1. Oversee the approach and output of all projects to ensure they meet company standards and satisfy the brief.

2. Instigate company wide processes that helped standardise and improve our development processes; these included introducing agile methodology, project washups, post and pre-mortems, pre-development.
3. Create key art assets and pipelines.
4. Develop and maximise the skillset of our team using skill exchanges/show and tell, work critiques, company WIKI and Faffing (Fridays Are For Fun) sessions.

Key achievements

- Airbus approached Real Visual to create a stunning VR experience that takes the user through three separate narratives; a disaster relief, an airshow and a manned mars landing.

Feedback was universally positive among participants and resulted in a substantially increased interest and visitor numbers for Airbus.

[Portfolio Link.](#)

- REALIS3D was an ambitious effort to create an architectural visualisation tool as a way of productising our capability. It allowed users to create interactive, realtime architectural visualisations that can then be published to a variety of platforms and formats such as to in-browser html5, PC and mac applications, virtual reality and augmented reality, 360 degree panoramas, or cave systems.

I was the design lead for REALIS3D and managed the development team.

[Portfolio link.](#)

In 2014 I won the 'Entrepreneur of the Year' category at the Herald Business Awards for my work on REALIS3D.

[Find out more.](#)

Real Visual Ltd
Lead Artist
Full time: 06/2011 - 04/2014

Main Responsibilities:

1. Manage the efforts of the art team on a per project basis, gather task estimates, define user stories and review output.
2. Create a single, shared vision within the team of a style and standard required for the project.
3. Design effective pipelines and project strategies for the time and resource available.
4. Create art assets; modelling, texturing, animation, lighting, Vray rendering, optimisation and creating presentation material.
5. Assist with the sales process; creating design briefs, scoping and estimating new projects, liaising with clients and creating marketing material.

Key achievements

- As a testament to our high quality work Unity Technologies commissioned us to produce demo content for a new product line they were taking to market - Unity MS&T Package.

The Search and Rescue demo was a high quality production that also served to il-



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Experience continued...

illustrate best practice in the Unity Engine.

[Portfolio Link.](#)

- We were tasked with creating a first person, scenario driven trainer of the HMS Astute submarine using CAD data. It was to be used to teach vessel familiarisation and basic health and safety practice. This project was a technological accomplishment due to the inherent challenge of rendering detailed CAD geometry in a realtime 3D engine.

It resulted in improved training and a significant cost saving for the client.

[Portfolio Link.](#)

Inhouse Visuals

Director

Part time: 4/2009 - present

My business partner and I established Inhouse Visuals in 2009. We mainly create architectural or product animations and stills for marketing.

Main Responsibilities:

1. Handle the day to day management of the company workload such as meeting clients, create briefs, establish schedules for completion, identify any additional staff requirements and manage out sourced teams.

Key Achievements:

- Created high quality 3D stills and animations for our clients in fields ranging from architecture and product design to marine salvage.

[Portfolio Link.](#)

Custard Architecture Ltd.

3D Visualiser

Part Time: 5/2007 - 6/2008

Full time: 6/2008 - 3/2009

After the first year of my degree course studying I was invited by my tutor to come and work with his team in his practice.

Main Responsibilities:

1. Contribute to the design process on current projects
2. Help with creating presentation content such as animations, stills, illustrations and AR applications.

Key Achievements:

- Helped the design and production of a video presentation to EDF on behalf of Atkins Global.
- As part of a small team I helped develop a mixed use, 32 story waterfront scheme in Cardiff.

Education

BA Hons ARCHITECTURAL DESIGN And DIGITAL MEDIA (2.1)

Higher Education: 9/2005 - 6/2008

University of Plymouth

ART And DESIGN FOUNDATION DEGREE (MERIT)

Further Education: 9/2003 - 6/2004

Exeter College

City and Guilds Lvl2 AutoCad

Plymouth City College

GCSE's (9 A to C's inc' Maths/English)

Secondary Education: 1994 - 1999

King Edward VI Community College TQ9 5JX

Software Experience

- 3D Studio Max (Excellent)
- Unity (Excellent)
- Vray (Excellent)
- Adobe CC Suite (Good)
- Substance Designer
- Sourcetree
- World Machine

Skills

- Art Direction.
- 3D Modelling.
- Animation.
- Texturing.
- Visualisation.
- Story boarding.
- UI/UX Design.
- Project Management (Agile).

Strengths

I have been described by colleagues and clients as having;

- Good communication skills.
- Attention to detail.
- Ability under pressure.
- Enthusiasm.
- Initiative.
- Energy.

Other info

Security Clearance (SC Cleared)
Baseline Personnel Security Standard (BPSS)
Full clean driving license.

References available on request.