

## MARKETING ARTIST

# Hello, I'm Gabe.

I'm a professional Marketing Artist with over 6 years experience in the video game industry. Originally a graphic designer and filmmaker, I've applied my knowledge of visual structure to bring my work to life and specialized in 3D rendering, posing, lighting and composition for engaging commercial artwork.

## Experience

*Digital Extremes, London, ON - Game Development Studio*

### PRINCIPAL MARKETING ARTIST

Mar 2021 - Present

- Creation of major marketing key art pieces and promo images for Warframe
- Review and approve digital art marketing assets to ensure high quality and visual consistency
- Align team priorities with goals to deliver high-quality work on tight deadlines
- Develop a collaborative team environment to elevate concepts and finalize pieces
- Engage in mentorship through weekly 1on1 meetings with team members
- Work with external agencies and artists by providing 3D assets, direction and feedback

### LEAD MULTIMEDIA DESIGNER

Dec 2019 - Mar 2021

- Responsible for leading the visual direction of marketing campaigns
- Assisted team members with technical questions and provided constructive feedback
- Presented concepts to stakeholders for approval and worked closely with developers

**Key Achievement:** Created the key art piece for the Warframe Nextgen campaign on PC, PS5, XBOX and Nintendo Switch

### SENIOR MULTIMEDIA DESIGNER

Mar 2018 - Dec 2019

- Specialized in posing, lighting, render and composition for key art pieces and loading screens
- Developed workflows on using the game engine to stage and capture assets
- Onboarded and trained new team members

### MULTIMEDIA DESIGNER

Jun 2015 - Mar 2018

- Created major marketing key art pieces and promo images for Warframe
- Captured exciting gameplay and edited trailers for updates and campaigns
- Developed interactive HTML5 Ads
- Created digital and printed assets for web, community and merch departments

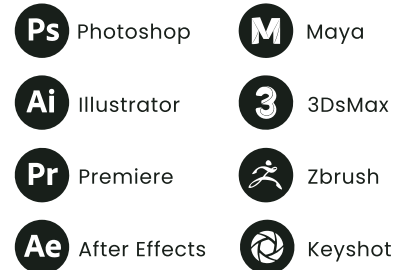
**Key Achievement:** Designed the main key art piece and animated Times Square billboards for the Warframe - Plains of Eidolon update, winner of the "Best Campaign of the Year - PromaxGames Award 2018"

Previous work experiences are listed on my LinkedIn profile.

## CONTACT

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www.gabrieldovalle.com  
linkedin.com/in/gabrieldovalle

## SOFTWARE PROFICIENCY



## EDUCATION

2014 - 2015

*Post Graduate, 3D animation and character design*

Fanshawe College, Canada

2011 - 2014

*Applied Degree, Game Development*  
Positivo University, Brazil

2010 - 2011

*Certification, Cinematography and Digital Film Production*  
European Centre, Brazil

## TECHNICAL SKILLS

- Art Direction
- Key Art
- Compositing
- Graphic Design
- Digital Painting
- 3D Rendering
- Marketing
- Retouching

## LANGUAGES

- English
- Spanish
- Portuguese