

Alexander Surnin

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Summary

As a Co-Founder of **AREYES Studio**, I lead an innovative venture that delivers high-quality **AR/VR** experiences for global brands. My more than **8 years** of experience in the game development industry as a 3D Artist has given me the privilege to work on **AAA games** for esteemed companies such as **Google, Microsoft, Ubisoft, Wargaming, Gearbox, Activision, EA Games**, and more.

For the past **4 years**, I have been focusing on **AR**, helping brands like **Meta, Sony Music, Henkel, Ford, Nissan, L'Oreal, Lego, Red Bull**, and many others to connect with new audiences and engage them in unique and exciting ways. This work in the AR sphere has brought me wide recognition.

Throughout my career, I have taken on diverse roles such as **Art Director, Head of Production, 3D Concept Artist, Lead 3D Artist, 3D Generalist**, and **Technical Artist**. In these capacities, I manage and optimize 3D graphics workflows, recruit and train teams, and establish procedures that promote effective collaboration.

Areas of expertise:

- XR Development, Game Development, studio pipelines: mobile/casual/XR/PC production from scratch to final visual implementation.
- Creating 3D art and 3D concepts; modeling, texturing, preparing for real-time production, and delivering to the development team through effective communication. Profound understanding and implementation of global technical trends, which aids in optimizing costs and strategically enhancing the working pipeline.
- 3D animation: rigging, skinning, using mocap data, cleaning up animation.
- Art direction and 3D concept art creation: deep understanding of trends in modern digital currents. Inspiring by cinema, fashion, science fiction, and contemporary art.
- Character design, modeling, and stylization: leveraging academic understanding of anatomy, engaging in both parametric character generation using popular tools, manual design with modeling/sculpting software, and work with 3D scans.
- Real-time engines (Unity, Unreal, Spark AR studio, Lens Studio, Effect house), conducting research and development of technical solutions, integrating 3D assets into engines, and optimizing models, textures, and animations. Streamline processes with the coding team, work with project repositories, and develop custom tools and processes to accelerate workflow.
- Shaders, materials, and lighting: developing and optimization for realtime/non-realtime projects, with an understanding and creation of optimal solutions tailored to the project's visual style.
- Integration into processes of AI tools such as Stable Diffusion, Midjourney, etc., as well as creating custom AI solutions for production tasks for cost reducing and reduction of delivery time.

The services I provide:

- **Team Recruitment & Training:** Successfully recruited and trained teams for 10+ projects.
- **AR/VR/MR Research & Development:** In addition to the successful launch of 150+ AR/VR/MR products, my research and development efforts have led to the identification and creation of 10+ micro-trends, tools, and unique insights that are now actively adopted across the entire industry.
- **Art Direction & 3D Concept Art:** Directed and produced 3D concept art for 10+

companies.

- **Documentation & Collaboration:** Designed comprehensive documentation for 30+ projects, including game development and AR/VR, enhancing cross-team collaboration and reducing project delivery times by 50%.
- **Entertainment & Gamification in Digital Marketing:** Integrating entertainment and gamification into digital marketing initiatives, drawing on my expertise in management, marketing, technical processes, and strategic thinking. Over the course of 4 years, utilizing AR tools, my company generated **billions** of views for major brands, significantly enhancing their visibility and user engagement.

Skills

- Business Development/Strategic Planning/Market Understanding
- Organizational Leadership/Cost Breakdown Analysis
- Art direction/Creative direction/Teaching and training of personnel
- Engines: Unity, Unreal, Spark AR Studio, Lens Studio, Effect House
- 3D Hard surface modeling/sculpting /texturing
- 3D Real-time pipeline optimization/Game-dev pipeline understanding
- 3D Rigging/Animation
- Shaders understanding
- 3D Generalist/Technical artist skills
- 3D Concept Art
- 3D Scanning
- Rendering engines: Eevee, Cycles, Octane, Corona, Redshift, V-Ray
- Visual programming
- Human anatomy
- 3D Software: Maya, Blender, 3ds Max, Cinema4D, Substance Painter, ZBrush.

Experience

- August 2019
to
Current
- AREYES Studio** Miami, FL
CEO
As a CEO and Co-Founder:
- Structured the studio, created departments, and implemented processes for efficiency.
 - Set company direction and development priorities with strategic planning.
 - Monitored team morale, ensuring a positive work environment.
 - Led external communications with partners, fostering strategic relationships.
- December 2017
to
September 2022
- ByOwls, Inc**
Consultation Artist
- Directly negotiated with clients on project's budget, timeline, and vision, ensuring clear expectations.
 - Recruited a tailored team for each project, defining roles, responsibilities, and key processes.
 - Created essential technical documentation and workflows to streamline operations.
 - Managed crises, identified issues, and implemented solutions to keep the project on track.
- December 2016
to
March 2019
- 1518 Studios** Los Angeles, CA
Lead 3D Artist
- Analyzed and decomposed new projects into tasks.
 - Set up manual processes, then delegated tasks to my team.
 - Monitored quality and timelines of tasks.
 - Managed project budget and expenses.
 - Handled crisis management when necessary.
 - Working with game engines

December 2011 **Fox3D**
to **3D Artist**

- December 2016
- Created 3D assets for a range of projects, from mobile games to AAA titles.
 - Produced illustrations for games.
 - Solved basic animation tasks.

Education and Training

June 2013 **Taras Shevchenko National University of Kyiv**
Bachelor of Science: Engineering Physics

Kyiv, Ukraine

Activities and Honors

- First Place in Europe 2019 Developer Circles - Facebook Community Challenge Oct 2019
- Third Place in Global 2019 Developer Circles - Facebook Community Challenge Nov 2019
- Honorable mention at Meta XR Hackathon - Meta for Developers Nov 2021 Our team received an Honorable Mention at the 2021 Meta XR Hackathon, hosted by Meta

Websites, Portfolios, Profiles

- [linkedin.com/in/surnin/](https://www.linkedin.com/in/surnin/)
- [ayeyes.studio](https://www.ayeyes.com/)
- <https://www.instagram.com/alexandersurnin/>