Branden Middendorf
Technical Art Team Manager & Community Manager

www.brandenmiddendorf.com
branden.middendorf@gmail.com
859-814-9336

Experience

Kinetic Vision, Cincinnati
Visual Art Team Manager - January 2024 - Present
- Lead a team of Technical Artists as well as Motion Designers under one team
- Created new workflows and projects to merge skill sets to help optimize projects
- Assisted artists with career goals and growth
- Resource manager for various levels of work coming in to then be divided amongst the team based off of skill sets and expertise

Technical Art Team Lead - May 2022 - 2024
- Managed team of Technical Artists across the country and assigned work based on expertise ranging from model optimization, texture creation and photogrammetry
- Understanding of needs for projects and accurately scope projects accordingly
- Subject Matter Expert for all things Technical Art between Client and Artist
- Capture images for photogrammetry projects used for asset creation
- Headed NeRF discovery and solutions with the Machine Learning Team
- Analyzed point cloud data viewed in Prevu3D and Omniverse based off of Matterport, Faro and NavVis cameras that would be used as reference for Digital Twin content
- Maintained and operated Insta 360 Titan camera for VR training and HDRI capture
- Teach\assisted Visualization team on Motion Capture studio with Optitrack
- Problem solved various solutions with the team from Textures and Materials to Procedural particle solutions
- Analyzed the ask from clients to decide which game engine was best used for the long term use and maintenance of the project
- Collaborate throughout the company on projects with such teams like : Virtual Reality, Software, Web, Machine Learning, Engineering, and Metrology
- Assisted in managing Digital Twin projects for Fortune 500 companies using Unreal and Omniverse

Mertz Design Studio, Cincinnati
Senior Motion Designer - Contractor - July 2021 - September 2021
- Worked with Industrial Designers on CAD data for Visualizations in Cinema 4D
- Communicated with clients and set expectations for animations.
- Early adopter of Redshift and and taught team material creation
- Created animatic for Fives products in Cinema 4D and Redshift
- Assisted junior motions designer on Adobe Premiere to After Effects live link
- Mocked up and published summer social media content for ZOA energy
- Cut various animations made throughout the stint of ZOA animations for the Kroger wellness event of Cinema 4D and After Effects content.

DEANHOUSTON, Cincinnati
XR & 3D Motion Designer - May 2017 - June 2021
- Lead developer and artist for the 3D OPW Product Guide mobile app developed in Unity for both iOS and Android
- Motion Designer for both trade show and social media content for our Dover clients
- Animated detailed engineer models of industrial parts for product videos
- Implemented Substance Designer\Painter PBR workflow for more accurate renders
- Collaborated with web team to create 3D interactive web visualizations for web
- Designed an empathetic user experience and developed the company's first enterprise augmented and virtual reality applications for training and tradeshows.

Skills

- Project Management
- Prevu 3D
- Team Building
- Resource Management
- Cinema 4D & Redshift
- Blender
- Substance Painter
- Substance Designer
- Adobe Photoshop
- Adobe Premier
- Adobe After Effects
- Adobe Audition
- Unreal Engine
- Unity
- Adobe xD
- Figma
- Event Planning
- Community Management

Awards & Achievements

- Northern Kentucky University Media Informatics Chair Award
- Cincinnati Startup Weekend Pitch Contest Winner – Streamplify
- iNKUbator Center for Entrepreneurship Organization Award
- Northern Kentucky University Victor Viking Community Award
- IGDIES - Outstanding Community

Education

Northern Kentucky University
2009-2014
Department of Communication:
- Bachelor of Arts:
  3D Digital Design & VFX
- Minor:
  Electronic Media and Broadcasting

Certifications

- Google UX Design Professional Certificate

References

- Jakin Vela - IGDA
  - Jakin@igda.org
- Andris Merkulovs - Monetizr
  - andris@themonetizr.com
- Clayton Belcher - IGDA
  - clayton.belcher@gmail.com
- Andy Speidel - DeanHouston
  - andy.speidel@deanhouston.com

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International Game Developer Association (IGDA), US-Midwest
Regional Coordinator - March 2020 - Present - Volunteer
- One of twelve coordinators around the world representing the IGDA for the US-Midwest
- As a team, we oversee both professional and student chapters
- Demonstrated best practices for managing new chapters and special interest groups
- Worked on initiatives for both increasing membership growth across chapters and build
- Mentor to aspiring game developers via PeopleGrove
- Assisted students getting on the right path for getting into games
- Coached Portugal designer on event coordination and resume for new position

International Game Developer Association (IGDA), Cincinnati
Chairman - 2013 - Present - Volunteer
- Organize bi-monthly meetings for networking and project critique. Reached out to industry experts for speaker sessions. Hosted game development hackathon events.
- Taught an introduction to 3D workshops and gathered local professionals to teach others new tools for creating games for free.
- Analyze user feedback quarterly to tailor my events to what the community requested thus to grow one of the largest the game development community in Ohio
- Public speaker at various conferences on 3D workflows in games and community building. e.g. GDEX and Vector.
- Aid members with resources, startup mentorship, and careers in the Cincinnati area
- Created the MEGA Cincinnati event a bi-yearly event bringing 10+ communities together in the entertainment industry.
- Global Game Jam Site Organizer - Partnering with University of Cincinnati for 8 years to gather development enthusiast to build games in 48 hours

Nectar Games Studio, Cincinnati
Director of Operations - 2016 - 2017
- Aided managing an independent game studio with 14 employees across the country
- Developed new business plan after Kickstarter success to fit studio aspirations
- Created a four pillar centric timeline for the team to achieve goals and deadlines
- Conducted seed funding meetings with angel investors and publishers
- Consulted with team on marketing strategies for the game - Project Resurgence

TiER1 Performance Solutions, Covington
Rapid Authoring Developer & Associate UX Consultant - 2015-2016
- Developed eLearning training courses in Adobe Captivate and Articulate Storyline for SunglassHut, Assurant, Delta and other Government entities
- Implemented elements of gamification into client projects looking to increase engagement through online training
- Designed company's first virtual reality enterprise applications for safety and training