



CV/RESUME

1997-2024



Creative Director • Vis Dev Artist

Jacob Romeo Lecuyer, Creative Director, has over 20 years of experience working in visual storytelling as both a leader and a multidisciplinary artist. Jacob was the lead visual developer for Meow Wolf Denver, where he led teams of concept artists and delivered a ground breaking, five story, \$60M immersive, interactive experience that has seen over 1 million visitors. Jacob then co-founded Astronewt, an independent entertainment studio in the Seattle, Washington area. He enjoys working across the entire project life cycle whether it's pitching, planning, or leading teams in production.

Experience

2023-2024 ANIMATION & VISUAL DEVELOPMENT ARTIST Liithos Los, Angels

As a visual development artist, animator and 2D generalist I help develop the initial visual concepts (characters, props, vehicles, environments, UI) from a script or creative brief. I set the tone and style of the game aesthetic, giving appeal and life to an abstract ideas. My duties also include character and effects animation, as well as storyboard and animatic development.

2020-2023 CREATIVE DIRECTOR Astronewt Seattle, WA

As Creative Director for Astronewt Studios, I am tasked with providing clear leadership for the company by working with employees and executives to establish short and long-term goals, action plans, and strategies. I manage our creative workforce and related budgets, ensuring resources are allocated properly.

I am responsible for the design and final look of our projects, across all platforms. I manage teams of artists and must develop creative and effective methodologies to help us tackle new problems together. I oversee the development of expressive, clear, creative ideas and help translate those ideas into something engaging for the end user. I allocate resources amongst our different departments for multiple productions across a multitude of platforms. Other responsibilities include having expertise in many areas of design; being open minded to new ideas and methods in regards to organizing production pipelines; and coordinating different departments to move a project towards the most successful of possible outcomes.

2018-2020 LEAD VISUAL DEVELOPMENT ARTIST Meow Wolf Santa Fe, NM

As Visual Development Lead, I led a team of designers, and facilitated in the collaboration between art and creative direction. I coached my team to develop ideas through rapid iteration in order to discover the essence of an idea. I worked to translate those concepts into visualizations that were useful to stakeholders across multiple teams creating the characters, themes and interactive environments that Meow Wolf is famous for.

Acting as a conduit of visualization and creative development required me to be adept in many art styles. I worked with numerous creative partners to take a project from a seed of an idea to a fully fleshed out creative plan, sometimes working closely with an artist or director through myriad iterations to get it right. As a principal artist I was expected to work with relative independence and steer a group idea to the point of final production.

2015-2018 DEPARTMENT HEAD/PROFESSOR OF VISUAL DEV AND ILLUSTRATION SFUAD Santa Fe, NM

In 2015 I was recruited by SFUAD to team up with Disney Artist David Gardner to build and run their 120 unit Digital Arts and Visual Development program. My duties included curriculum development, course management, faculty hires, managing our department budgets, as well as coaching and mentoring teams of students developing projects for the world of games, film and animation.

CONTACT



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Social:

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Education:

MA/MFA CSUF

QUICK LINKS

1997 - Present



WORK

[-PORTFOLIO](#)

[-VIDEO FOOTAGE](#)

(Design process, interviews etc.)

[-JOB EXPERIENCE \(LinkedIn\)](#)

UNIVERSITY PROF WORK

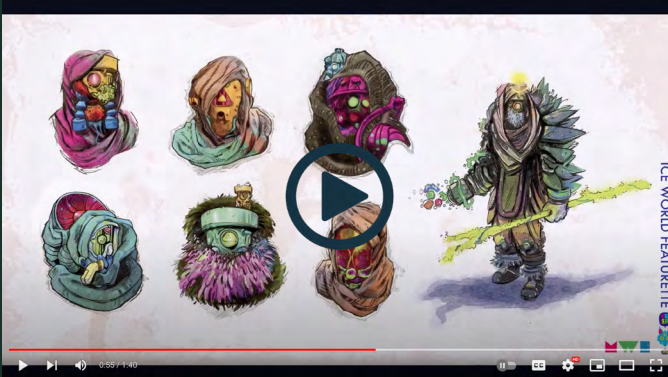
[-STUDENT PORTFOLIOS](#)

[-STUDENT ASSIGNMENTS](#)

[-STUDENT REVIEWS](#)

[-TEACHING PHILOSOPHY](#)

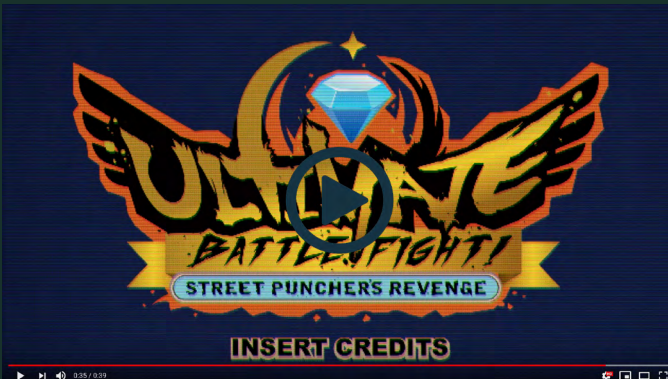
CREATIVE DIRECTION VIS DEV & ENTERTAINMENT



1997-2024

As a Creative Director and Visual Development artist, Jacob has experience leading teams in animation, games, comics, and theme park development. He is adept at guiding skilled design teams and fellow world builders to actualize visions much bigger than anything they could create as individuals.

Jacob's work has been featured in industry leading publications such as The New York Times and Spectrum: The Best in Contemporary Fantastic Art.





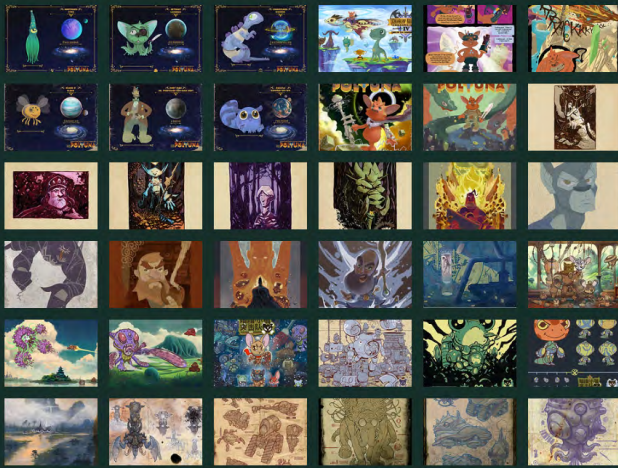
UNIVERSITY WORK



2005 - Present

After 10+ years working as an educator Jacob was recruited by SFUAD to team up with Disney Artist David Gardner to build and run their 120 unit Digital Arts and Visual Development/Concept Art program. Previous University work includes lecture and curriculum development at CSUF, AISD, AIOC, and Cypress College.

INDEPENDENT WORK



2003 - Present

Jacob has developed a number of creator-owned visual storytelling projects. His own works include a reinterpretation of classic Grimm brothers fairy tales called ***Iron John*** and a delightful comic chronicling the plight of cute fuzzy (and sometimes slimy) creatures from around the cosmos in ***Everybody Does Their Chores in Polyuna***.

Check out these projects on his project launch page: [-HERE-](#)

EDUCATION

University of
Western Sydney



CONCEPT DESIGN
ACADEMY

WATTS ATELIER
- OF THE ARTS -

1997 - 2012

Jacob received two terminal degrees (MA, & MFA) in the field of the visual and commercial arts and has had a rich and diverse art education domestically and abroad at:

- Watts Atelier (San Diego, Ca)
- LA figurative Academy (Los Angeles, Ca)
- Cal State University Fullerton
- Humboldt State University (Arcata Ca)
- Concept Design Academy (Pasadena Ca)
- University of Western Sydney (Kingswood Australia)