

## Jacob Romeo Lecuyer

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Creative Director with 20+ years of experience in visual storytelling, leading multidisciplinary teams from concept through production. As Lead Visual Developer for Meow Wolf Denver, directed concept artists on a groundbreaking, five-story, \$60M immersive experience that has attracted over 1 million visitors. Later co-founded Astronewt, an independent entertainment studio in the Seattle area, contributing to every phase of the project lifecycle—from corporate identity and production pipelines to pitching, planning and creative leadership.

### **CREATIVE DIRECTOR | Astronewt – Seattle, WA**

*Independent studio creating YA and children's graphic novels with fantasy storytelling and visually rich design.*

- **Led multi-year creative strategy** for the development of original graphic novels, managing project timelines, budgets, and overall vision to maintain cohesive, high-quality outcomes.
- **Oversaw a cross-functional creative workforce** (writers, illustrators, colorists, and production staff), streamlining workflows and optimizing resources for on-time publication across multiple platforms.
- **Directed the design and final look** of all projects, ensuring consistent quality, brand identity, and reader engagement for YA and children's audiences.
- **Fostered a solution-oriented environment**, developing new methodologies for tackling creative challenges and encouraging continuous skill development among team members.
- **Evaluated and refined content strategies** based on audience feedback and market changes, enhancing narrative impact and visual appeal in each new release.

### **LEAD VISUAL DEVELOPMENT ARTIST | Meow Wolf – Santa Fe, NM**

*Renowned immersive art and entertainment collective known for large-scale, interactive installations.*

- **Directed a 10-person team of designers** and served as the primary visual liaison between art and creative direction, rapidly iterating on concepts to capture the core essence of each idea.
- **Developed and refined characters, themes, and interactive environments**, blending multiple art styles to shape the immersive experiences Meow Wolf is famous for.
- **Guided cross-functional collaboration** to translate early-stage ideas into final production plans, working closely with artists and directors through multiple iterations.
- **Acted as a principal artist**, operating with autonomy to steer creative concepts and finalize visual direction, ensuring cohesive, high-quality outcomes.

### **DEPARTMENT HEAD/PROFESSOR OF VISUAL DEVELOPMENT AND ILLUSTRATION**

**University of Art and Design (SFUAD) – Santa Fe, NM**

- **Established and headed up a 120-credit Digital Arts and Visual Development program**, designing a curriculum aligned with industry pipelines in games, animation, and film.
- **Hired and supported faculty**, managed department budgets, and oversaw curriculum delivery to maintain instructional quality and program consistency.
- **Led project-based coursework** that helped student teams gain practical experience, preparing them for real-world production environments.
- **Set program direction and performance standards**, combining industry tools with traditional art training to prepare students for careers in games, animation, and film.

### **ANIMATION & VISUAL DEVELOPMENT ARTIST Liithos Los, Angels**

*IP-focused studio dedicated to crafting AAA games, rich narratives, and cross-platform entertainment.*

- **Developed visual concepts** (characters, props, environments, and UI) from scripts and creative briefs, shaping the overall aesthetic and style for Liithos's emerging game worlds.
- **Produced 2D animations, storyboards, and animatics**, breathing life into story elements and ensuring cohesive visual storytelling throughout the production pipeline.

- **Collaborated with creative leads and directors**, transforming abstract ideas into fully realized designs that align with Liithos's core IP strategies and remote-first workflow.
- **Maintained consistent quality and brand identity**, iterating swiftly on feedback to refine assets and unify the player experience across multiple platforms.

## **SELECTED SKILLS & TOOLS**

**Creative Direction:** Visual storytelling · World-building · Brand identity · Narrative development · Concept ideation

**Publishing & Production:** Graphic novels · Book layout · Cover design · Print & digital workflows · Content strategy

**Art & Design Tools:** Adobe Suite (PS, AI, InDesign, After Effects) · Traditionally & classically trained illustrator

**Animation & Visual Development:** 2D animation · Storyboarding · Animatics · Environmental and character design

**Collaboration & Workflow:** Art team management · Production pipelines · Stakeholder communication

## **SELECTED PROJECTS & PUBLICATIONS**

### **Astronewt (Founder / Creative Director)**

- *The Key: Book 1 – On The Threshold* (2023)
- *The Key: Book 2 – Worlds Apart* (2024)
- *The Key: Book 3 – The Key* (2025) – YA graphic novel trilogy exploring mythic fantasy and alternate worlds
- *Honor and the Shadows Below* (2023) – Illustrated fantasy set in a post-industrial dreamscape
- *Momotaro* (2020) – YA retelling of the Japanese folktale

### **Ginkgo Press**

- *Steampunk: The Beginning* (2013) – Illustrator and concept artist

### **Meow Wolf**

- *Visual Development Vol. 1–5* (2019) – Core visual development contributor
- *Ice World* (2018) – Layout and production as well as principle contributor

### **SFUAD**

- *Moons of Zahein* (2016) – Co-creator/producer on illustrated sci-fi anthology
- *Hunting Party* (2015) – Layout and production: Visual development for film

### **Other Projects**

- *Everyone Does Their Chores in Polyuna* (2024) – Graphic novel 1: *Enter the Dragon Mage*
- *Iron John* (2022) – Self-published illustrated book

## **AWARDS & RECOGNITION**

- **Spectrum 17** – Selected for inclusion in the annual showcase of contemporary fantastic art
- **The New York Times** – Visual development work for *Meow Wolf Denver* featured in national coverage

## **EDUCATION**

**Master of Fine Arts (MFA), Visual and Commercial Arts** | *California State University, Fullerton*

**Master of Arts (MA), Visual and Commercial Arts** | *California State University, Fullerton*

**Bachelor of Arts (BA), Design and Applied Arts** | *Humboldt State University – Arcata, CA*

**Undergraduate Studies in Comic Book Art & Animation** | *University of Western Sydney – Kingswood, Australia*

### **Studio & Atelier Training**

*Watts Atelier – San Diego, CA*

*Los Angeles Figurative Academy – Los Angeles, CA*

*Concept Design Academy – Pasadena, CA*