

Head of Brand • CG Supervisor • Lead 3D - XR - Environment - Technical Artist • Lead Game Designer

Dynamic and innovative graphic and technical artist with proven track record of leading creative and technical teams in 3D artistry and XR development. Specializes in crafting immersive and interactive environments across film, television, automotive interfaces, and educational metaverse projects. With a robust portfolio of innovative solutions that enhance user engagement and realism, leverages extensive global experience and leadership training. Committed to spearheading groundbreaking designs and fostering cross-disciplinary collaboration to expand digital interaction and game design boundaries. Excels in integrating AI-driven tools to streamline workflows, reduce costs, and deliver scalable, high-quality products.

Core Competencies:

3D Modeling, Texturing & Animation • 3D Pipeline Automation • E-Commerce • Cloud Architecture & Rendering
Virtual Try-on Experience • Photogrammetry • AI-driven Modeling • Quality Assurance • Workflow Management
VFX, Lighting & Rendering • Game Engine & Tool Design • XR Development (VR, AR, MR, XR) • Real Time & Cloud Rendering

PROFESSIONAL EXPERIENCE

EGE & THE COMPANY • Toronto, Ontario, CA

2020 – Present

Head of Brand | Lead 3D & Environment Artist and Designer | XR Specialist

Serve as strategic client resource, delivering cross-industry bleeding-edge 3D solutions and immersive extended reality (XR) experiences. Leverage global background and cross-functional leadership to realize clients' business needs.

Highlighted projects:

xix3D – Head of Product: Oversaw product vision, creative direction, and cross-department management for high-profile XR and 3D projects. Led delivery of interactive and immersive experiences for enterprise clients, managing both creative and development teams. Acted as hands-on technical artist, pipeline developer, and 3D artist to ensure high-quality output and efficient workflows.

- **3M Kiosk**, directed the creative and technical execution, delivering interactive experience in Unreal Engine 5.
- **3M City**, led end-to-end production as Creative Director, from concept to finished animation in Unreal Engine 5.
- **Audi | Samsung | Audi Summit**, delivered 30-Minute experience for the Summit event. Designed and kit-bashed 2 concept vehicles, created X-Ray battery animations to EV concepts and coordinated the presenter transitions.
- **Zeno Product Management**, managed the Creative Department and coordinated with developers to streamline workflow, optimize pipelines and ensure product quality while improving performance.
- **Creative and Developer Team Management**, developed technical art solutions, 3D Assets, and integrated tools for product and pipeline development.

Aequilibrium – Lead Environment & Lead XR Artist: Work as solo environment, prop, and texturing artist and handle lighting and rendering for virtual reality educational content in Unity Engine. Create 2D and 3D assets compatible with virtual reality for Meta Quest and Oculus using Maya, Blender, Adobe Suite, and Unity Engine. Partner with character artists and riggers to produce interactive assets featuring cloth simulations and low poly objects, enhancing immersive educational VR content.

- **Integrated AI 3D generation tool** to model 56+ models within 2-week sprint, achieving deadline for University of Ottawa for virtual education classroom project.
 - Created realistic model and lighting scenarios using AI tools appropriate for Igloo and Meta Quest VR platforms, balancing technical limitations of real-time environments to maintain 120 FPS; surpassed client expectations.
- **Completed technical artwork**, including light balancing, material optimization, and instancing to reduce drawback calls, achieve higher FPS count, and enhance material display.

Curie – CG Supervisor, Art Director & Lead Technical & Lead XR Artist: Created 3D models, secured new outsourced studios, and negotiated fees to create 3D models. Engaged independent 3D artists to complete contract assignments for this company, democratizing virtual showcasing technology and ensuring one-of-a-kind shopping experience for customers. Directed cross-functional teams and managed GitHub resources. Provided technical guidance to bridge gap between artists and developers, enhancing asset quality and optimizing performance.

- **Co-developed world's first AI-enhanced immersive AR / VR shopping experience**, optimizing integration and display quality of virtual try-ons for StockX standards across Apple Vision OS.
 - Enabled high-resolution displays and model optimization that boosted sales of sneakers and Stanley mugs by enabling customers to preview products prior to purchase.

- **Partnered with Google Brain engineer** to generate 3D models from images using Gaussian Splatting to reduce price of creating virtual sneakers from \$80 to \$1.
 - Enhanced quality control and implemented virtual try-ons using AR and VR technologies. Streamlined quality control and automated contract management practices.
- **Co-created and managed quality of AI 3D model generation tool** that achieved 90% automation, optimized AR / VR / MR product visualization, and reduced costs by 95%.
- **Constructed automation tools in Blender**, optimizing scalable e-commerce workflows and boosting productivity by 90% for internal and external teams.
 - Developed process to export models as GLB files and led conversion using Apple SDK into USDZ format, file type read by Apple Vision OS.
- **Grew AR product interaction by 35%** on e-commerce platforms, improving user experience with automated real-time rendering pipelines. Developed models that increased StockX product views through virtual try-ons.

UNITY TECHNOLOGIES • Toronto, Ontario, CA

2020 – 2024

Lead 3D Artist / Lead Environment & Lead Technical Artist

Hired at this leading platform that creates and grows games and interactive experiences across all major platforms, from mobile, PC, and console to XR. Led teams in delivering 3D solutions and improved efficiency through automation. Created 2D / 3D assets and HDR environments for leading clients, including Mercedes, Bombardier, and Harley-Davidson, using Maya, Unity, and Adobe Creative Suite.

- **Added value to Unity's inaugural virtual IPO on NYSE** by implementing innovative technologies, including billboard tool, Metaverse, and interactive broadcasting features that enabled employees and guests to participate actively in dynamic, immersive experiences.
 - Saved \$200,000 annually by revamping and creating closed-loop rendering pipelines that enhance data security while providing 360-degree experience.
- **Co-constructed Python & C# Sun Light tools** for Blender, E-Cycles, and Unity Engine, reducing lighting setup time by 90%. Oversaw artist to create sun simulation that replicated actual sun's position and characteristics based on specific date, month, and year inputs.
 - Implemented 3D billboard on American Eagle building in Times Square to create enhanced perspective and co-developed interactive broadcasting template for CNBC, facilitating dynamic art changes during segments.
- **Co-developed Figma Token tool**, achieving 90% increase in texture generation efficiency and ensuring cross-platform consistency.
- **Built cloud-based asset pipeline** in Parsec, Plastic, GitHub, Syncketch, and automated rendering workflows, boosting team efficiency by 80%.

SPIN VFX & SPIN VR • Toronto, Ontario, CA

2019 – 2020

Senior Artist / Senior Technical Artist / Lead QA Analyst

Worked on Brio (acquired by Adobe) e-commerce engine, focused on creating 3D immersive experiences; drove adoption, scalability, and global access. Contributed to creating cloud-based rendering solutions that improved AR / VR / MR / XR workflows and reduced development time.

- **Enhanced photorealism in AR / VR / MR workflows** through photogrammetry and traditional 3D modeling techniques using Reality Capture and Maya.
- **Boosted developer efficiency by 25%** by providing constructive feedback and overseeing bug fixes; assumed additional responsibility for quality assurance and design.
- **Defined pre-configured e-commerce templates**, including scenes, objects, materials, product animations, and lighting (3 and 4-point) setups, enhancing project delivery speed and user onboarding.

IME PRODUCTIONS • Toronto, Ontario, CA

2019

Senior CGI Artist / Senior Animator (Contract)

Managed 3D production for high-realism commercial, combining Maya and V-Ray measurements to deliver top-quality 3D models for this post-production and visual effects studio. Achieved highly realistic 3D model of MYLE Vape by combining reference analysis, caliper measurements, and carving in Maya.

SGSCO • Toronto, Ontario, CA

2017 – 2018

Senior CGI Artist / Senior VFX Artist / 3D Scanning Artist – Photography Animator

Saved \$75,000 by integrating 3D scanning with Vx Elements and Creaform, creating high-fidelity 3D models for V-Ray rendering for this brand design and packaging solutions agency. Utilized VFX expertise to create realistic particle simulations, enhancing visual appeal and product realism so it can be displayed on Amazon and other leading websites in photorealistic style.

KEROSENE VFX • Toronto, Ontario, CA

2017

Senior CGI Generalist Artist

Optimized Rhino CAD models and streamlined production for Discovery Channel's Mighty Ships and Mighty Planes documentary TV program using Maya and Redshift. Translated Turkish narrative for Mighty Ships, strengthening Discovery Channel's connection with studio.

Additional Experience:

Cyclone Creative (2017); **Joy Game** (2011 – 2012); **Anima Studio** (2010 – 2011); **Agora Construction Company** (2009 – 2010)

EDUCATION & ADDITIONAL INFORMATION**BASKENT UNIVERSITY • Ankara, Turkey****Bachelor of Tourism & Art History****CENTENNIAL COLLEGE • Toronto, Ontario, CA****Diplomas: Game Art & Design; Art & Design****ISTASYON ART STUDIO • Istanbul, Turkey****Certificate: Art and Design****3D ACADEMY • Istanbul, Turkey****Certificates: Maya Advanced; 3Ds Max; Maya****SOFTWARE SKILLS:**

3D Modeling & Scanning and Animation and VFX: Maya, 3Ds Max, Blender, E-Cycles, Cinema 4D, ZBrush, Mudbox, Softimage, Houdini, Fusion 360, MOI 3D, VxElements, Creaform 3D Scanner, Reality Capture, Adobe Mixamo, Real Illusion, Ziva

Texturing & Media Production: Photoshop, Substance Painter & Designer, Quixel Suite, Illustrator, Crazy Bump, 3D Coat, XNormals, Premiere, After Effects, Lightroom, Audition, Unity, Unreal Engine, Blender Geo Nodes, Adobe Substance 3D Suite

Lighting & Rendering and Game Engines: Cycles, E-Cycles, Eevee, Vray, Redshift, Mental Ray, FumeFx, Krakatoa, Ray Fire, KeyShot, HDR Light Studio, UDK, Unreal Engine 3, Unreal Engine 4, Unreal Engine 5, Unity Engine, CryEngine, Brio, Network and Real-Time & Offline Rendering

AR & VR & MR: Apple Vision OS, Oculus Rift, Microsoft HoloLens, Reality Converter, PlayStation VR, PlayStation VR2, HTC Vive, Meta Quest

UI & UX & Storyboarding: Figma, Sketch, Miro, Lucidchart, Whimsical, QRef

Production: Shotgun, Kantata, Jira, Airtable, Github, Syncsketch, Parsec, Perforce, Plastic, Omniverse, Monday Board

Programming: Python, C#, Apple SDK, Visual Studio

AI-Driven 3D Model Generation & Pipeline: AI Model Creation, AI Texture Creation, Automation Tools, Workflow Optimization

AI Tools: Chat GPT, Gemini, Perplexity, Midjourney, Dall-E, Adobe Firefly, Canva, Shutterstock, Deep Dream Generator, Synthesia, Luma, Dream Studio, Masterpiece Studio, Spline, Stable Diffusions, Poly, Substance 3D Sampler, Materialize, Rodin

AWARDS & ACHIEVEMENTS:

Supervised and released 3D models for world's first immersive shopping experience for Apple Vision Pro for StockX (2024)

Contributed to world's first UPO experience in collaboration with NYSE and Unity (2021 – 2024)

Played in university, professional, and EFAF European leagues; served as national team captain and coordinator (2004–2012)

Baskent University Indoor Soccer Champions (2007 – 2008)

Counter-Strike Turkish Siber Arena Champions (2007 – 2008)

Multiple medals in Slalom Skiing (1997 – 2001)

**Head of Brand • CG Supervisor • Lead 3D ARTIST • Lead XR SPECIALIST • Lead Environment Artist •
Lead Game Designer • Lead Technical Artist**

Hello,

My background reflects my talents as a highly innovative 3D artist and XR specialist with cross-industry global experiences across film, TV, gaming, automotive, education, and interactive broadcasting. With experience leading cross-functional teams, leveraging AI-driven tools, and optimizing real-time rendering pipelines, I am known for improving workflows, reducing costs, and delivering immersive experiences that engage customers and drive brand value. I am now pursuing a new opportunity where I can contribute to the success of your team.

As Head of Brand at xix3D, I lead the Engineering and Art Departments, overseeing team and project management, client relations, and product optimization. Recently, I directed the delivery of a 30-minute immersive summit experience for Audi, Samsung, and 3M, where we kitbashed parts to create two concept vehicles and designed a custom environment to provide a unique experience. Additionally, I managed the 3M Kiosk setup guide and functionality in Unreal Engine 5, as well as the 3M City project, delivering a high-quality 30-second commercial wrap animation. Throughout these projects, I have been involved in all stages from storyboarding to team leadership, balancing technical and creative responsibilities. I also leverage AI technologies to enhance workflow efficiency, reduce rendering times, and ensure the highest fidelity in project delivery.

In 2020, I founded Ege & The Company to extend my expertise as an environment, prop, and texturing artist, specializing in complex project completions. I collaborated with Aequilibrium, one of Canada's top digital agencies, integrating an AI 3D generation tool to rapidly model over 56 components for the University of Ottawa's virtual classroom project within a two-week sprint. Additionally, I partnered with Curie to assist brands in digitizing their physical products, developing 3D models and facilitating virtual try-ons with augmented and virtual reality technologies. A highlight of my career was co-developing the World's first AI-enhanced AR/VR shopping experience for StockX on Apple Vision OS, setting a new standard for e-commerce platforms.

Most recently, as Head of Product and Creative Director at xix3D, I led creative direction and cross-department management for high-profile XR and 3D projects in Unreal Engine 5. I oversaw the delivery of immersive experiences for enterprise clients, including 3M, Audi, and Samsung. Notably, I directed the creative and technical execution of the 3M Kiosk and 3M City projects, as well as a 30-minute immersive Summit experience for the Audi, Samsung, and 3M Summit, where I designed and kit-bashed concept vehicles, created X-ray battery animations, and coordinated presenter transitions. In this role, I combined hands-on technical artistry, pipeline development, and team leadership to ensure high-quality output and seamless project execution.

For over three years prior, I applied my expertise as a lead 3D artist and environment and technical artist with Unity, contributing to the company's first virtual IPO on the NYSE and creating 2D/3D assets and HDR environments for clients including Mercedes, Bombardier, and Harley-Davidson. My work on the IPO established a new Universal Public Offering experience, integrating interactive elements that allowed company employees and guests to participate virtually, setting a precedent for the Metaverse and interactive broadcasting.

Over the course of 15+ years, I have contributed to and led the development of a wide range of projects across multiple industries. My work spans online multiplayer games (FPS, MMORPG, RPG, social dance, and virtual worlds), interactive product configurators, broadcast tools, commercials, documentaries, and large-scale advertising displays. I have also directed creative and technical efforts in XR applications, immersive e-commerce for AR/VR platforms, automotive configurators, and metaverse/broadcasting experiences. This diversity has allowed me to combine creative direction with technical execution, delivering innovative content for games, enterprise solutions, and global brands.

I hold dual citizenship, Canada and Turkey, I am open to remote, hybrid and relocation work. I have extensive experience in working different timezones.

These examples highlight my global experience, technical skills, and leadership capabilities. I would welcome the opportunity to discuss how I can contribute to your team and bring innovative 3D and XR solutions to your projects. Please feel free to reach out to me at the email or number above to arrange a convenient time to speak.

Sincerely,

S. Ege Oktar

Website: egeoktar.com/xix3d | **Website Password:** ege1986 | **LinkedIn:** [linkedin.com/in/egeoktar3d](https://www.linkedin.com/in/egeoktar3d)