

EGE OKTAR

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Head of Brand • Art Director • CG Supervisor • XR/AI Specialist • Department Lead • Lead 3D/Technical Artist • Creative Production Executive • Game/TV/Film/XR Studio Leadership • Digital Twin Consultant

16+ years directing creative/technical teams across XR, AI, gaming, and immersive production. Delivered enterprise solutions generating \$200K+ annual savings, 45% sales uplift, 95% cost reductions through AI pipelines and 80+ artist teams.

Executive Leadership:

- Department Scaling • Team Building/Management • Production Pipeline Building/Optimizing/Strategy
- XR/AI Innovation • Digital Twin Innovation/Integration • Business Impact Delivery (45% sales uplift, 95% cost reduction)

KEY TECHNICAL DOMAINS

2D/3D Asset Creation • Pipeline Automation • XR Development (VR/AR/MR) • AI Integration • Game Engine Leadership • Lead 3D Artist • Lead Environment Design • Ai Specialist

Executive, Artistic Impact Highlights merged with Innovation:

- Directed 80+ artist teams across 4 studios: 75% optimization, 40% revenue growth
- AI pipelines: 3D model cost \$80→\$1 (95% automation)
- \$200K annual savings via production pipelines, 98% render reduction

VALUABLE LINKS TO PROJECTS AND SAMPLES

You can find valuable links below:

- **Career LinkedIn Details** [here](#)
- **Recommendations** [here](#)
- **Certifications** [here](#)
- **My Recent Work** [here](#) Password: contact me
- **My Portfolio** [here](#)
- **My Published Titles** [here](#)

PROFESSIONAL EXPERIENCE

EGE & THE COMPANY • Freelance • Toronto, Ontario, CA 2020 – Present
Head of Brand | Art Director | Department Lead | Lead 3D & Environment Artist | Marketing | XR Specialist | E-Commerce

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. Working as both Lead Artist, Art Director, Consultant to help Brands meet and exceed their KPI's.

Highlighted projects:

xix3D • Head of Brand • Toronto, Ontario, CA 2020 – Present
Head of Brand | Art Director | Department Lead | Lead 3D & Environment Artist | Marketing | XR Specialist | E-Commerce

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**, a machine where users can choose the car they want to wrap and see the results before the

wrap is applied. I directed the creative and technical execution of the video, delivering interactive experience in Unreal Engine 5 and Da Vinci Resolve.

- **3M City**, led end-to-end production as Creative Director, from concept to finished animation in Unreal Engine 5. We created a 30 second ad for 3M to advertise their new exciting color wrap additions. I worked from storyboarding to team management, giving feedback and tickets. The project was a big success and led to us getting an Audi/Samsung/3M summit presentation.
- **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. Held the front on both storyboarding, production, management, client relations and also asset delivery. We have leveraged Ai to help us speed up the rendering, and used Topaz Ai to upscale our renders to meet the very tight deadline.
- **Zeno Product Management**, managed the Creative and Engineering Departments and coordinated with developers and artists 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. In my leadership we went over each scene and optimized it by %75, increasing fps, increasing fps, improving visual quality and decreasing load times and also allowing older machines to be able to run Zeno with high fidelity.
- **XR Integration** - Optimizing assets and scenes for VR&AR&MR for Zeno by creating LODs/HLODs. Which allowed us to simply send a link to the client, without installing an app, they were able to see their car wrapped on their phone, tablet, PC in WebGL and AR&VR.
- **Monday.com Integration** - Migrating from our old management board to Monday.com. Creating Gantt charts gives team and upper management full visibility on what the teams are focusing on and the progress of the projects, upcoming features.
- **Social Media Content** - Created monthly release video templates and tiered product pricing for Zeno, boosting social media engagement 50% and generating 40% additional revenue to fund new projects and system improvements
- **Created Additional Revenue** - Created tiers in our Zeno product for clients to boost their product and allowed us to generate %40 more revenue helping us fund new projects and improve our system.
- **Managed Clients Directly** - I managed the clients directly, took their storyboards, their notes, helped them improve it and communicated the project needs, deadlines in Miro board by creating Timeline of the project and adding all the references and then created Tickets for each task and assigned to the right Artist/Engineer so they have clear instructions and know what their deadlines are.

Aequilibrium – Lead Environment & Lead XR & Lead Technical 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, Oculus and Igloo VR for University of Ottawa 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 Rodin3D** 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's 90 FPS expectations.
 - Create LOD's for each asset to make sure the scene runs stable, optimized and limited the texture sizes for the scene performance.
 - Optimized the vignette effect to reduce the motion sickness hazard and it was successful.
- **Completed technical artwork**, including light balancing, material optimization, and instancing to reduce drawback calls, achieve higher FPS count, and enhance material display.
- **Proactively managed client relationships** and added additional details that would be in the classroom to increase the quality of the scene without impacting the system performance and the client was %100 satisfied.
- **Created prefabs**, to reduce call backs and help the system run smoothly.
- **Constant deploy and test**, worked on each asset and deployed the app to make sure everything is running smoothly in Meta Quest 2 & 3 and Igloo VR.

Curie • Seattle & Toronto, Ontario, CA

2024 – 2025

CG Supervisor, Art Director & Lead Technical & XR Artist & Client Relations & Marketing & Fundraising

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. We developed the world's first AI-Enhanced E-Shopping experience in Apple Vision OS for StockX with virtual try on functionalities.

- [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, reduced 3D model cost \$80→\$1 (95% automation)**
 - 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% by using Gaussian Splats.
- **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.
- **Increased the sales by %45** with the new virtual try on feature and also our custom build store environment.
- **Managed 80 Artists simultaneously from 4 studios** while managing 12 engineers internally.
- **Created a backend management system** to reduce costs on QA, when a studio completes the work, the studio with the least work would get the submitted asset and be our first line of defence. Since I have already created a documentation on the poly count, texture sizes, all studios had knowledge of what needs to be done. This method helped us cut %80 on QA.
- **Managed outsourced studios** by keeping a competitive rate while we were developing Gaussian Splats generation and helped the company save %50 on costs per asset.
- **Lastly we developed a texture generation tool** which can shift colors of the texture map to match the target model without doing extra work.

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 and 30+ more major brands, using Maya, Unity, and Adobe Creative Suite.

- [Created Digital Twin of NYSE interior/exterior](#) with accurate lighting/performance for digital twin, metaverse and interactive broadcasting.
- **Single-handedly delivered 30+ clients under tight deadlines**
- **Reduced render time 98% (7 days→2hrs via Blender→E-Cycles→Unity migration)**
- **Developed Python/C# Sun Light tools (Blender→E-Cycles→Unity), reducing setup 90%, integrated company-wide.**
- **Created realistic sun simulation with path tracing for accurate shadows.**
- **Expanded to 3D billboard** (American Eagle), [CNBC broadcast template](#)
- **Built production tools and pipelines** (Figma Token, Parsec/Plastic/GitHub automation)
- **Boosted team efficiency 80%, achieved 85% profit margin on NYSE vIPO projects**
- **Supported National Geographic Time Capsule and client customizations** ([confetti & mascots](#), [signature tools](#))

- [Simulated very complex cloth animations for the banner rise and flags](#) and imported to the scene and created a very realistic, scene drawback friendly, loopable animation.
- **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%.
- **Worked on Daimler-Mercedes project as Lead 3D Artist** to fix the bruises on the surface of the car leading to render bruises. I stepped in and fixed everything and ended up winning the race and got the contract.
- **My innovations and work were asked to be presented at the Unity Town Hall meeting.** We talked about how we simulated the cloth, kept the scene stable, Sun Light Tool and Figma Token tool.
- **Figma Token tool demonstration led to me joining [Bombardier - Harley Davidson Project as Lead 3D & Technical Artist](#)**, where without the need of a designer, engineers can make changes to the UI. I was responsible for creating HDRI, Motorcycle and its accessories. And its performance, quality and success won us the contract.
- Developed a [signature tool](#) to capture attendee signatures on the company [banner for marketing, and a configurable confetti system matching each brand's colors, logos, and products](#) without impacting performance
- **Also worked at project Battleship for Apple Vision OS for Unity.** Worked as Lead Artist and Lead Technical Artist.
- **Worked on the development of Unity Engine 6 and also on the HDRP pipeline as Lead Artist** and provided constant feedback and found solutions to bugs.
- **Besides my Artistic and Technical Skills I also completed Unity's Leadership Certificate Program and co-founded Unity Mentorship program.** This allowed the artists to speak freely about their daily struggles and we would brainstorm and find solutions to problems and help the artists/engineers feel supported in every aspect.

[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. Used Reality Capture to scan the product and cleaned it up on ZBrush and Maya. Later on integrated it to Brio Engine so it can be viewed in WebGL & XR.
- [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.
- **Created on boarding documentations**, helping users get familiar with Brio Engine and create their projects as easily as possible without compromising performance and quality.

[IME PRODUCTIONS](#) • Toronto, Ontario, CA

2019

Senior CGI Artist / Senior Animator (Contract)

- **Managed 3D production for high-realism commercial for MYLE Vape**, combining Maya and VRay 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.
- **Modeled, animated, set the lighting & materials and rendered** in highest quality to make it photorealistic.

[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.
- I worked as a **Senior CGI Artist** to model products with 99.99% accuracy based on 3D scanned products or from illustrator files.
- Lastly I worked as a photographer to utilize my photography skills to document and store the products in our inventory.

KEROSENE VFX • Toronto, Ontario, CA

2017

Senior CGI Generalist Artist

- **I optimized Rhino CAD models and streamlined production for Discovery Channel's [Mighty Ships](#) and [Mighty Planes](#) documentary TV program** using Maya and Redshift.
- **Modeled 2 Ships from Scratch** with every detail from Blueprints and also reference images for Mighty Ships.
- **Modeled Plane components and the full rocket and its components** for the Might Planes.
- **Translated Turkish narrative for Mighty Ships**, strengthening Discovery Channel's connection with studio.

Cyclone Creative • Toronto, Ontario, CA

2017

Senior CGI Generalist Artist & XR Specialist

- **Modeled Kia and [Acura](#) Cars for Car Build and Price for Oculus Rift and Microsoft HoloLens.**
- **With no code knowledge learned my way around Visual Studio and deployed the app to HoloLens and Oculus Rift** for the build and price experience
- **Created the car models and environment and balanced it for XR platforms.** Worked around Microsoft HoloLens technical restrictions like texture limitations and wisely combined assets to use as less materials as we can to have a smooth experience.

Joy Game • Istanbul, Turkey

2011-2012

Senior CGI Generalist Artist & XR Specialist

- **Started as a CGI Artist to create Logo and Marketing animations on Cinema 4D & After Effects.**
- **My responsibilities extended to QA Analyst due to my professional E-Sports experience**, helped balancing game mechanics and level design
- **As I had time, I also contributed to game translation, game bug fixes and also Facebook Community Page management.**
- **I also contributed to Tournaments and corporate events helping Joy Game increase its player base.**
- I have worked on the development and publishing of **[10 Games](#)** during this period. From FPS Games to MMORPG, RPG, MMOFPS, Action, MMO Dance, Virtual Worlds, Web Based Space Strategy Game, JRPG.
- **Worked on the development and release of 10 Game Titles at JoyGame/SHR Interactive:**
 - **[Wolfteam](#)** (FPS) - JoyGame • **[Kehanet](#)** (MMORPG) - JoyGame • **[Cengizhan 2](#)** (MMORPG) - JoyGame • **[Fashion Dream](#)** (Dress Up) - JoyGame • **[Rakion](#)** (RPG) - JoyGame • **[Son Destan](#)** (MMORPG) - JoyGame • **[S2 Son Silah](#)** (MMOFPS) - JoyGame • **[MStar](#)** (MMO Dance) - JoyGame • **[Zombie Rock](#)** (Action) - JoyGame • **[Jamia Online](#)** (Virtual Worlds) - JoyGame

Anima Studio • Istanbul, Turkey 2010-2011
CGI Generalist Artist & Texture Artist & Lighting Artist & VFX Artist

- Worked on the first Turkish TV show that made it to Netflix, [Magnificent Century](#) as CGI artist, modeling props, castles, texturing and also learning about basics of VFX and contributed to battle scenes using Maya and Cinema 4D.
- Worked on the [D-Smart Commercial](#), helped build the labyrinth, props that the Hero character uses, UV mapping, texturing and lighting.
- Lastly worked on the pilot project Hell's Farm for Erdil Yasaroglu as CGI Artist to block out the environment and helped the studio get the project contract.

Agora Construction Company • Izmir, Turkey 2009-2010
Head of Marketing

- Worked as Head of Marketing for [Agora Construction Company](#) & [Poujoulat](#). Managed and ran the marketing and the strategy.
- Helped with finding new sites to expand to and improve brand value and further improve the overall reputation.
- Also worked on the renderings that would be on the website, managing the website and client relationships.

Iduna Games • Izmir, Turkey 2009-2010
Game Designer & Translator

- Worked on the Web Based Space Game with Game Mechanics, Game Economy, Bugs & Reports & Fixes and English to Turkish translation of the game.

Other StartUps • San Francisco - Toronto 2016-2020
Entertainment
Piku Games • Toronto-Riyadh
Entertainment - Game Console Hardware - Co-Founder

- Created characters, environments, animations for kids' video game console (Animate, Photoshop, After Effects, Premiere)
- Collaborated with child psychologists for age 8- content safety/monitoring features
- Contributed hardware/software R&D, funding strategy, and project scoping

Other StartUps • Toronto 2016-2020
Entertainment Platform Development - Co-Founder
Diverge • Toronto

- Oversaw management, marketing, funding, and business development for cross-platform entertainment/polling app
- Led R&D for intuitive UX/UI, AR integration, forum structure, game design features and conducted market analysis for international expansion and strategic partnerships

Other StartUps • Toronto 2017-2018
VFX Artist, Video/Audio Editor, QA - Games
MiniBrute Games • Toronto

- Created Steam trailer for [JRPG Dark Descent: Blue Rose](#) (After Effects, Audition, Premiere)
- Delivered high-impact video under tight budget/content constraints

Other StartUps • Toronto 2017-2018
Solo Multimedia Graphic Artist
Vipster • Toronto

- Designed logo, business cards, merchandise, photo/video content (Photoshop, Illustrator, Premiere)
- Delivered print-ready CMYK assets and video reel

EDUCATION & ADDITIONAL INFORMATION

UNIVERSITY OF TORONTO - ROTMAN SCHOOL OF MANAGEMENT • Toronto, Ontario, CA
Master of Business Administration, High Potential Leadership

UNIVERSITY OF TORONTO - ROTMAN SCHOOL OF MANAGEMENT • Toronto, Ontario, CA
Master of Technology, Generative Ai and Organizational Transformation

UNIVERSITY OF TORONTO - ROTMAN SCHOOL OF MANAGEMENT • Toronto, Ontario, CA
Master of Business Administration, Excellence in Leadership

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

LICENSES & CERTIFICATIONS

AI FLUENT TECH PROFESSIONAL Calyptus	Head of Brand, Lead 3D & XR Technical Artist Certificate Micro1
Cultivating Mental Agility LinkedIn	How to Manage Feeling Overwhelmed LinkedIn
Introduction to 3D LinkedIn	Leading Virtual Meetings LinkedIn
Managing Virtual Teams LinkedIn	Remote Work Foundations LinkedIn
Autodesk Maya Certified Professional Certification 3D Academy	Autodesk 3Ds Max Certified Professional Certification 3D Academy
Educational Leadership Certificate Unity	GIAC Cyber Defence Certified Unity

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, Creafom 3D Scanner, Reality Capture, Adobe Mixamo, Real Illusion, Ziva, Ember Gen, Liqui Gen, Geo Gen, Illu Gen

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 & OS 2, 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)

VOLUNTEER WORK

Geneva Autism Centre • Toronto, Ontario, Canada

2009-2010

Lead Artist

- Collaborated with two artists to develop visuals aimed at raising awareness for autism.
- Led the project from start to finish, concept stage to printing and delivery.

VANAS Program Advisory Committee (PAC) Member - Animation & VFX & Games • Vancouver, Canada
2025-Current

Program Advisory Committee (PAC) Member

- Collaborating with industry veterans to help guide a new generation of Artists/Engineers in their Journey.
- Helping with curriculum and guidance.