

JOSEPH P GROSSMANN

www.acuppajoe.com • New York, NY

Seasoned 3D-Generalist with more than 18 years of experience in Maya, V-Ray, Adobe Suite and other software creating imagery for visual effects, commercials, animation, and video games.

APPLICABLE SKILLS

Lighting	3D Modeling	3D Layout	Rendering	Comp
Shader Creation	Texture Painting	Camera Tracking	Match-moving	Customer Support

RELEVANT EXPERIENCE

Crafty Apes LLC, New York, NY

3D-Generalist, Aug 2021 – Mar 2024 & May 2024

As a 3D-Generalist, worked on shots for theatrical and televised releases. *Star Trek: Discovery*, *Crowded Room*, *Your Place or Mine*, *Hello Tomorrow*, and *Y2K* to name a few.

Specific Highlights

- Lighting, tracking, layout, modeling, texturing, and foliage tasks while working on multiple shows at the same time.
- Mentored and guided new artists to reach client and company standards.
- Maintained full communication with team members while in a remote environment.

Alkemy-X, New York, NY

3D-Generalist, Feb – Apr, June - Oct 2017 & Feb 2020 – Apr 2021

Ongoing freelance work on released and unreleased pilots, *Blindspot* and *Marvelous Mrs. Maisel* (television series), *All Saints* (independent film) and National Geographic Documentaries.

Specific Highlights

- Lighting and shading using Mental Ray or V-Ray.
- Camera and object animation.
- Modeling, camera tracking, and scene layout.

DCOY Studios, New York, NY

Lead CGI Artist, Jan 2018 – Apr 2021

Joined as a 3D-Generalist, establishing an environment to produce thousands of online shopping assets for Johnson & Johnson products. Created a Maya driven department to meet DCOY's growth and 3D ambitions.

Specific Highlights

- Hired and managed a team to create meticulous imagery for client's products.
- Mentored and guided new artists to reach client and company standards.
- Created 3D product renders for numerous Johnson & Johnson products including Aveeno, Neutrogena, Listerine, and others.

Freelance 3D-Generalist

East Side Effects, New York, NY

3D Generalist, Oct – Nov 2017: Modeling, lighting, and rendering *Private Life* (independent film) billboards in Maya and Arnold.

Gentleman Scholar, New York, NY

Lead Lighter, Oct – Nov 2016: Online spots for Target's "Nutcracker Suite" campaign.
3D Generalist, June 2016: Modeling, lighting, rendering, and look development for undisclosed project.

Quietman, New York, NY

3D Generalist, Sep – Oct 2016: Lighting, rendering, and pre-comp on holiday spots for PepsiCo.

BBH New York, New York, NY

3D Generalist, Aug 2016: Modeling, lighting, texturing, and rendering for JBL headphones end tag.

Method Studios, New York, NY

3D Modeler, Jul - Aug 2016: Modeled character assets for Footlocker spot and a church for *Rings* (film).

HUGE Inc., New York, NY

3D Generalist, Jul 2016: Modeling, camera animation, and rendering for sales pitches.

Wolf & Crow / Obsolete Robot**3D-Artist**, Los Angeles, CA, Sep 2011 – Feb 2016

Creative work on numerous projects and pitches including feature film, television, internet, short film animation, music videos, and others.

Specific Highlights

- Lighting, layout, modeling, and animation for *Love in Time of Advertising* (short animated film).
- Camera tracking, lighting, modeling, and other 3D tasks for television spots including Plants vs Zombies 2, Apple (Beatles iTunes), AT&T World Cup spots, and Google.
- Lighting, layout, modeling, texturing, and editing for Marvel Avengers: Battle for Earth cinematics.

Meteor Games LLC**Lead Character Artist**, West Hollywood, CA, Nov 2007 – Nov 2008

Oversaw animation and character/creature modeling on *Twin Skies*. 3D team liaison with programming, writing and conceptual development teams. Created demonstration of character customization for company's PAX debut.

Specific Highlights

- Analyzed department pipeline to discover more efficient ways to utilize resources.
- Planned, directed, and managed projects.
- Coordinated simultaneous development of multiple projects.

SOFTWARE SKILLS

Autodesk Maya	VRay	Arnold	SynthEyes	Speedtree
Adobe Substance, Photoshop, Illustrator, After Effects, InDesign	Nuke	JIRA	Microsoft Office	PTGui

EDUCATION

- **Google UX Design Professional Certificate**, May 2024 - Current
- **CG Society Workshop — Lighting and Rendering in Maya with Jeremy Birn**, 2009
- **Savannah College of Art and Design — Savannah, GA** (2003-2007)
B.F.A. Interactive Design / Game Development, Minor Visual Effects

REFERENCES AND DEMO REEL

Demo Reel available at <https://www.acuppajoe.com>

References available upon request (or visit [linkedin.com/in/joegrossmann](https://www.linkedin.com/in/joegrossmann))

IMDB available at <https://link.acuppajoe.com/imdb>