

# MARKUS WALKER

CREATIVE DIRECTOR | MOTION DESIGNER | 3D ARTIST  
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## ABOUT

Markus Walker is an award-winning artist, 3D generalist, motion designer, and world-builder with nearly 20 years of creative experience across multiple industries, including gaming, live events, product visualization, experiential, and virtual production. His focus is developing compelling visual experiences that reinforce the value of human creativity and help brands connect with their audiences on a deeply resonant level. Whether working hands-on as a designer or leading creative teams, his craft is guided by a multidimensional approach that integrates an ever-evolving conceptual skill set, a commitment to mastering the latest creative tools, and a passion for collaboration.

## AWARDS

CLIO ENTERTAINMENT AWARDS | 2024

FINAL FANTASY XIV: DAWNTRAIL | LAUNCH CAMPAIGN

CLIO SILVER | USE OF INFLUENCER TALENT

CLIO BRONZE | INTEGRATED CAMPAIGN

CLIO SILVER | AUDIO VISUAL CAMPAIGN

## EDUCATION

UNIVERSITY CALIFORNIA, IRVINE | 2006

B.A. POLITICAL SCIENCE

B.A. SOCIOLOGY

DIGITAL ARTS

GNOMON SCHOOL | 2019-2022

CHARACTER DESIGN

ZBRUSH

UNREAL ENGINE

## SKILLS

3D + 2D ANIMATION

3D GENERALIST

ART DIRECTION

CG MODELING + SCULPTING

CONCEPT DESIGN

CREATIVE DIRECTION

DESIGN TEAM LEADERSHIP

EDITING + TRAILERS

EXPERIENTIAL DESIGN

ILLUSTRATION

KEY ART

MOTION DESIGN + VFX

PHOTOGRAPHY + EDITING

PITCHING + DECK DESIGN

PRODUCT VISUALIZATION

STORYBOARDING

TECHNICAL DIRECTION

VIRTUAL PRODUCTION

## STUDIOS + AGENCIES

ART MACHINE

AYZENBERG

COMPADRE

DISNEY

ENVOY

FCA

FUSE TV

MUTINY

PETROL

STURDY

TRAILER PARK

WE ARE ROYALE

## CLIENTS

ACTIVISION BLIZZARD  
ADULT SWIM GAMES  
AMAZON GAMES  
BANDAI NAMCO  
BETHESDA  
COACHELLA  
DISNEY  
ESPN  
GRAND PARK

LA LIVE  
LOS ANGELES KINGS  
LOS ANGELES LAKERS  
LOS ANGELES RAMS  
META  
MICROSOFT  
NETFLIX  
NIANTIC  
PUFFCO

SQUARE ENIX  
STAPLES CENTER  
STIIIZY  
STURDY  
UBISOFT  
UFC  
VISA  
XBOX

## EXPERIENCE

### MARKUS THE ARTIST

**2005 - PRESENT** | CREATIVE DIRECTOR | MOTION DESIGNER | 3D ARTIST | ART DIRECTOR  
**CLIENTS** | UFC, ESPN, PUFFCO, STURDY, STIIIZY, GRAND PARK, XBOX

- Develop motion design, 3D rendering, style frames and conceptual design for marketing campaigns, broadcast graphics, experiential, tour visuals, product visualizations, and virtual production
- Concept, lead teams and execute creative across a variety of mediums including, gaming, experiential, broadcast, TV & film, visual effects, and social media
- Leverage the latest industry standard creative tools including Unreal Engine, Cinema 4D, and Blender

### AYZENBERG GROUP

**2017 - 2023** | ASSOCIATE CREATIVE DIRECTOR | MOTION DESIGNER | 3D ARTIST  
**CLIENTS** | XBOX, MICROSOFT, BETHESDA, UBISOFT, BANDAI NAMCO

- Developed pitches, creative strategy, key art, production design, style frames and storyboards for for visual, social, and commercial campaigns
- Lead creative in the execution of 360 campaigns for high-end consumer products, tentpole events, and AAA game titles
- Directed product visualization CG spots for product and accessories launches for the Xbox ecosystem while spearheading the integration of 3D tools into the creative pipeline, including Cinema 4D, Blender, and Unreal Engine

### ART MACHINE / TRAILER PARK

**2016 - 2017** | SENIOR ART DIRECTOR - BRAND DIVISION  
**CLIENTS** | LA RAMS, UNIVERSAL STUDIOS, CHRYSLER FCA, LAFC, NETFLIX

- Designed key art, branding, OOH and social content for brands including Netflix, Jeep/Chrysler, and LAFC
- Developed art direction for several pieces of out of home and social creative as the Agency of Record for the Los Angeles Rams in their 2016 return to Los Angeles
- Part of the 2016 Clio-Winning creative team that developed the SuperBowl ad for Alfa Romeo's American debut of the Alfa Romeo Giulia

## **AEG / GOLDENVOICE**

**2013 - 2016** | SENIOR GRAPHICS DESIGNER

**CLIENTS** | LA KINGS, LA GALAXY, STAPLES CENTER, LA LAKERS, COACHELLA, GOLDENVOICE

- Developed corporate pitches for corporate sponsorships, naming rights, and venue expansions across the worldwide AEG portfolio
- Created key art for OOH and digital marketing campaigns for AEG properties and partners including Staples Center, LA Live, Goldenvoice, LA. Kings, and LA Galaxy
- Coordinated directly with vendors and outside agencies, as well as the marketing team to ensure effective and impactful designs that achieve company objectives and create new business for the AEG brand

## **INFORMA - FORMERLY ADVANSTAR / UBM**

**2010 - 2013** | SENIOR GRAPHIC DESIGNER

**CLIENTS** | MAGIC TRADESHOW, PROJECT TRADESHOW, INTERNATIONAL MOTORCYCLE SHOW

- Developed art direction for tradeshow, 3D booth rendering concepts, on-site interactive interfaces, sponsor initiatives, corporate presentations, and broadcast motion graphics
- Developed various print and web marketing materials, directories, advertisements, and wayfinding signage
- Shot and edited media on-site while managing on-site videographers and photographers in various markets throughout the country

## **DISNEY**

**2008 - 2009** | PRODUCTION DESIGNER - CONSUMER PRODUCTS

- Created illustrations, schematics, callouts, and mockups for several Disney products including collectibles, consumer products, and more
- Coordinated design specifications with Senior Designers and Marketing Managers to assess cost, branding, & production factors.
- Communicated with international production resources to ensure quality and accuracy of physical prototypes and approve for final production.

## **WARNER MUSIC GROUP**

**2005 - 2008** | MARKETING ASSISTANT - WEA

- Assisted the Regional Managers of Urban, Catalog, and Video Sales.
- Assist Marketing Directors and Sales VPs in tracking album sales, streaming plays, and radio play
- Designed layout templates in Photoshop as lead graphic artist to develop promotional material.
- Directly assisted in creating new in-store and web-based marketing plans, promotional campaigns and events for digital and physical music content.