

Rodney Bills

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Professional Summary

Driving concepts to reality through creative visuals, compelling animation and thoughtful user experience (UX). Conceptualizing and delivering visual solutions for leading brands. Building, managing, and mentoring teams to envision and create award winning content across a spectrum of media.

Professional Experience:

Art Director | **Ravensburger** | *Portland, Oregon* | 2022 – present

Launching in 2023, Disney's Lorcana imagines classic Disney characters in new worlds. Working with a team of art directors and world class artists to create the world of Lorcana. Responsible for ideation, art direction and outsourced artist management from launch through ongoing development.

Art Director | **Art of Problem Solving** | *San Diego, California* | 2021 – 2022

Reimagined and created experiences that leverage the success of Beast Academy to launch new online learning experiences and the launch of over six Beast Academy comics and puzzle books. Advocated for and improved UX and production pipelines. Recruited and trained new talent; scaling art production to meet production goals. Guided and directed a cross functional team of talented designers and artists in maintaining and expanding product offerings.

Art Director | **Rooster Teeth Animation** | *Austin, Texas* | 2018 – 2020

Managed a talented team of in-house and external artists creating original animated content. Designed and developed new characters and envisioned new worlds that expanded the storytelling capacity of the animation team. Mentored and coached animation staff; focusing on improved storytelling, animation timing and quality. Created original IP that leveraged existing content; designed and developed modern animated content. Refined and refreshed the production pipeline, developing resources that increased efficiency and improved production of new and existing content.

Senior Creative Consultant | **STG, Inc.** | *Salt Lake City, Utah* | 2017

Utilized skills in UX, animation and gamification to develop a truly unique, cutting edge interactive training module for medical devices. Coached team on UX best practices and delivered initial design, wireframes, and final prototype to guide developers during the product build.

Creative Director | **K12, Inc.** | *Provo, Utah* | 2008 – 2017

Developed games, stories, animation, illustration and content for a leading provider of educational content. Managed creation of animated content and strived to improve the storytelling, quality and consistency of art across all products. Built effective products by leading UX research and user feedback sessions with target audiences. Led a team of in-house and off-shore designers and developers to create unique educational content. Worked with the National Baseball Hall of Fame to create an online and in person kiosk experience featuring animation, interactivity, and video content.

Adjunct Professor | **Utah Valley University** | *Orem, Utah* | 2012-2018

Adjunct professor teaching classes in figure and gesture drawing, traditional animation, perspective drawing, and color theory. Developing and refining new course content to develop student skills.

Creative Lead | **Disney Mobile** | North Hollywood, California | 2004 – 2007

Created and launched an innovative mobile offering combining emerging technology with Disney IP. Leveraged resources across multiple divisions of the Walt Disney Company to develop exclusive Disney content. Created original game, app, and animation concepts and art to obtain executive buy-in. Imagined and developed new avenues to enhance guest experience at Disney parks and resorts.

Animator | **Disney Interactive** | North Hollywood, California | 2003-2004

Animated key characters, developed story, created character layout, and designed original characters for international audiences.

Animator | **Comedy Central** | Burbank, California | 2003

Character animation for Kid Notorious television show.

Animator | **Warner Brothers Online** | Glendale, California | 2002-2003

Animated classic Looney Tunes characters for games, video and internet. Developed stories, created character layout, backgrounds, and designed original characters. Created original IP.

Animator | **Disney Online** | North Hollywood, California | 1999-2001

Pioneered original web content featuring Disney characters. Created storyboards and directed animation production for short subject content, leading a team of animators and background artists to bring these stories to audiences. Developed original content from Disney Feature Animation, Disney Television Animation, and Pixar properties.

Animator | **Creative Capers Entertainment** | Glendale, California | 1996-1999

Animated new and classic characters for Disney Interactive games; partnering with Disney Feature Animation to ensure highest quality animation production. Animation and art for games, film, and new IP.

Education:

Master of Fine Arts | **Academy of Art University** | San Francisco, California

Bachelor of Fine Arts | **Brigham Young University** | Provo, Utah

Community Service:

- Developed artist training and development opportunities; created an active artist networking opportunity held weekly for over 10 years.
- Managed and directed a 350 member volunteer service organization.
- Considerable service to underserved populations; providing services that help decrease homelessness and improve self-reliance.
- Extensive service and training for young men with the Boy Scouts of America and other youth development programs.

Product Recognition:

- Disney Mobile | Andrew Seybold Choice Award; Most Innovative New Service by a Wireless Operator
- K12 | Noodleverse | National Parenting Publications Award 2015, Creative Child Magazine Preferred Choice Award, Mom's Choice Awards 2014
- K12 | AP Exam Prep App | ComputED Gazette BESSIE Award 2015, USDLA Bronze Award, Finalist: EdTech Digest Cool Tool Award
- K12 | Middle School Language Arts | ComputED Gazette BESSIE Award 2015, Association of Education Publishers Awards
- K12 | Math + | Best Mathematics Instructional Solution
- K12 | Elementary School Language Arts | 2012 AEP Awards finalist