

Jason Kaehler

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Summary:

- 27+ years of business & product solutions for the video game & casino industries
- Constant dedication to shipping great products on-time and on-budget
- Successful grant proposal author
- AGILE / Scrum expert – Certified Scrum Master and Certified Product Owner
- Seeking IC or management position in a quality-minded development environment

Experience:

Stanford Research Institute **Jan 2014 – present**

Sr. UI/UX & Visualization www.sri.com

- Collaborate with scientists on wide range of projects
- Develop UI/UX from conception through completion
- Product design & development
- Big data visualization (3D/VR)
- Projects: IoT, cyber security, DARPA, retention simulation & military training

Asylum Labs **June 2013 – present**

CEO / Executive Producer

- Build game studio www.asylumlabsinc.com
- EP / Product Owner all projects
- Staffing & training
- P&L, Business Development, IP development
- Marketing & legal
- Analytics / Business Intelligence around F2P
- Global F2P and 'real money' gambling products in Europe & Asia

Tagged.com **Sept 2011 – June 2012**

multiple titles

Studio Art Director

- Build casual games studio inside social network Tagged.com
- accountable for minimizing art related risks by proactively identifying issues & providing solutions
- oversee development of multiple titles
- define and implement company-wide milestone and production process
- work with stakeholders for evaluation and selection of new titles
- lead content outsource efforts
- manage career development for art staff including quarterly reviews, training and best practices
- UI / UX development
- lead visual focus testing efforts
- help evaluate external developers for M&A opportunities

Multiple Clients **Jan 2010 – present**

Consultant

- Sony, Ignition, Riot, SRI, Rescan360
- PS4 & PC content development
- evaluation services for digital content-creation studios
- perform audit on existing pipelines and recommend process improvements
- competitive analysis of a product's visual quality
- work with executive staff to align internal and external efforts w/ studio vision
- determine art staffing, management and human resource action-plan
- make recommendations on Organizational Development

Electronic Arts / Maxis

Jan 2009 – Jan 2010

Darkspore (PC)

Sr. Art Director

- First artist on project
- Define all technical art requirements for new pipeline
- Evaluate, train & hire art staff (internal and contractors)
- Manage schedules & scope for art team
- Develop & drive the unique “look” of the product

Midway Home Entertainment

Sept 2003 – Dec 2008

Unannounced Project- GunRunner (Xbox360, PS3, PC)

Art Director

- Assemble pre-production team
- Create pre-production process adapted as company-wide solution
- Determine art budget allocation across internal and outsource solutions
- Primary contact between Team and Cinema groups; Final approval for all cinema
- As team of 4 leads: determine theme, scope and direction of project

John Woo's Stranglehold (Xbox360, PS3, PC)

Art Director

- Winner IGN PC E3 2006 “Best Action Game” Award
- Manage and schedule team of ~50 artists (7 direct reports). Grew team from 8.
- Establish overall look and art direction for product
- Member of Lead Team (4 persons) to define core features for product
- Team of 12 determine primary engine technology for entire company (UE3)
- Create and maintain art schedule for ~2.5 year project & \$8M art budget
- Manage in-game dynamic advertising (250k savings)
- Manage relationship with 2 outsourcing partners (1 domestic and 1 China)
- Create milestone deliverables, budgets and contract overview for all outsourcing
- Software design for pipeline (innovation and improvements)
- Actively promote product at press events, e3, etc. (spoke to 2000+ audience)

Psi-Ops (Xbox, PS2, PC)

Animation Director

- Manage and schedule team of 7 animators
- Manage 1 animation engineer: determine tasks and priorities
- Direct 20+ motion capture sessions in-house (~2200 moves)
- Play-test and identify all animation and world-interaction bugs
- Motion Capture cleanup and polish (Motion Builder)
- Character rigging and creature keyframe animation in Maya
- Add motions to engine via proprietary scripting language (animFSM)
- Design enemy hit-reaction system
- Co-lead design team for all Boss Battles (design, art & engineering)

3DO Company

Sept 2001 - May 2003

4 Horsemen of the Apocalypse (PS2, Xbox, Game cube, cancelled due to Chapter 11)

Art Director

- Hire and manage team of 10 internal artists and 6 external contractors
- Develop first bone-based pipeline at 3DO (previously all Character Studio)

- Direct Sessions and manage integration of all in-game motion-capture (~1500 moves)
- Work with high-profile talent like Simon Beasley and Stan Winston
- Design all motion-trees for main character and NPCs
- Co-design both melee and range combat systems (team of 4)
- Develop technical specifications for all characters (unique to each sku)
- Model, rig and animate multiple characters
- Recommend and approve ~150K / year software purchases
- Software tool design: dynamic lighting system
- First-in-company to provide pipeline for radiosity-based light-maps

Osiris Studios

June 1997 - July 2001

CEO

- Build studio from 3 to 35 employees over 4 year period
- Grow company to peak gross annual revenue of ~\$ 3.5M/year
- Co-developed all original concepts w/ staff designers
- Oversaw development of numerous proprietary art tools
- Mentor / train / review all art hires (16 total)
- Work with Producers to develop all schedules and budgets
- Evaluate and approve all hires

HBO Boxing (PlayStation, Released Oct. 2000)

Art Director

- Acclaim sold ~150,000(TRYST)
- Develop schedule, milestones and budget
- Manage 8 artists
- Designed and Directed mocap shoots (~1200 moves)
- Develop Art Pipeline from scratch
- Shipped on-time and on-budget (13 months and 1.2M)

Jet Moto 3 (PlayStation, Released Nov. 1999 Don Traeger Studios)

External Art Director

- External AD and Producer for Osiris Team
- Managed team of 3 artists
- Individual contributor as 3D artist on 3 levels
- Managed relationship w/ DT Studios

Zombie VR Entertainment

May 1996 - May 1997

SpecOps (PC, PlayStation)

Art Director

- >500,000 units shipped worldwide creating successful franchise
- Establish look / feel for title
- Develop all 3D art-pipelines for Zombie (multiple sku)
- Manage team of 6 artists
- Designed, directed and integrated all mocap (~450 moves)

Disney Imagineering - VR Studio

Jan 1995 - May 1996

Disney Quest (Disney Quest Florida – Location Based Entertainment Center)

Ride Designer

- Manage concept team to pitch ideas to VPs
- Develop original ride themes / concepts

Aladdin Magic Carpet Ride (Disney World Florida, Disney Tokyo)

Character Animator

- Character modeling / texture (Jasmine, Rajah, Sultan)
- Character keyframe animation

Cyberia (PC, PlayStation Released 1994, Interplay)

Art Lead / Founder

- > 1,000,000 units sold worldwide
- Vertically responsible for 90% of all 3D environments (model, texture, light)
- All in-game cameras (400+)
- Proprietary tool design (multiple)
- Sold company to Activision

Proprietary Tool Development:

Asylum Labs – HTML5 particle tool, localization tools

Maxis – level building tool, all shader definitions, lighting tool

Midway – numerous UE3 improvements (destruction, lighting, FSPE, facial wrinkle tool etc.).

3DO – visual animation state machine tool, baked radiosity tool

Osiris – entire art pipeline, visual animation state machine tool

Xatrix – cinema tools (multiple)

Education:

California Institute of the Arts (CalArts) www.calarts.edu

BFA Computer Animation, minor in Film

First-in-Class of 14 students

Tools/Engines: Sketch, Adobe XD, C4D, Blender, Max, Maya, Zbrush, Balsamic, CryEngine, Unity, Unreal 4, HTML5/pixi.js

Misc:

MOTION CAPTURE EXPERT: Directed over 150 motion-capture sessions across 5 products. Worked with world-class boxers, dancers, actors, military personnel, and athletes. Done multiple multi-actor sessions with Yuen Woo-ping. Specialize in going from design, motion lists, shoot production & direction to motion-tree creation and run-time tuning.

WEBSITE: <http://www.kaehlerplanet.com>

Linked In Profile: <http://www.linkedin.com/in/jasonkaehler> (More available references upon request)

SHIPPED GAMES:

Console / PC: Rampage, Cyberia, SpecOps, Jet Moto 3, HBO Boxing, Psi-Ops, Stranglehold, Darkspore

Mobile: Deckadence, Lucky Ace Slots, Wild Party Bingo, Congo Bongo, Beauty & Beast, Paywire, PokerDogs, BlackJack Cats, Ticket to Paradise, Wheel of Africa, Wheel of Monsters, Wheel of Hounds

VR: Aladdin Magic Carpet, Slots Millionaire