

# CYNTHIA J HALLEY

Art Direction - Design - Education - Speaking

## Art Direction & VisDev

2023 - Current

**Art Director - Unannounced project**

2019 - 2023

**Art Director - "What If" - Marvel Studios, Burbank, CA**

- Developed "What If's" show design style & shape language
- 2D layout supervisor. Launched & reviewed 2D and 3D artwork from vendors and in-house artists from concept to production guided translation from 2D artwork to 3D environments and camera scouts.
- Broke down animatics for location design needs, reuse opportunities, and artist/vendor assignments.
- Selected and trained new hires for art and production
- Worked closely with producers & executives to develop pitches & pipeline, and facilitate interdepartmental workflow, file hygiene and organization, and artist assignment tracking and scheduling.

2017 - current

**Visual Development Artist & Background Designer/2D Layout Artist - Titmouse, Hollywood, CA**

Designed key backgrounds, props, & storyboard/environmental hookups for Amazon's "Vox Machina", "Niko and the Sword of Light", Adult Swim's TV series "The Venture Brothers", & others un-announced.

2018 - 2019

**Background Designer/2D Layout Artist - Nickelodeon, Burbank, CA**

Designed key environments, backgrounds, and props for "Rise of the Teenage Mutant Ninja Turtles." Ensured continuity between multiple shots & sequences.

2015 - 2017

**Visual Development & Concept Artist - Original Force Animation, Culver City, CA**

Involved on Multiple unreleased feature projects including "Old-Zilla", and "10-lives".  
Designed & packaged original props, concept art, & environments (pre-production & production).  
Assisted with style development, story, & character design.  
Worked directly with Production Designers, Directors, Painters, Modelers, Character, Story, and Marketing.

2014 - 2017

**Visual Development & Concept Artist - Sony Pictures Animation, Culver City, CA**

Involved on Multiple feature projects including "Smurfs", "Medusa", "Star".

2013

**Concept Artist - Disney Interactive, Glendale, CA**

Created concept art, presentations, paint-overs, and finished art for mobile and console games.  
Worked closely with artists & art directors, game designers & developers, and marketing.  
Reviewed and corrected Vendor artwork to be in-style.

## Skills

**Digital** - Photoshop. Loosely familiar with Illustrator, InDesign, Excel, Maya, SolidWorks, Sketchup.  
**Traditional** - Figure & perspective drawing, textiles/sewing, paint, wood, metal, paper craft, clay.

## Education

**Art Center College of Design** - BFA with honors in Illustration

## Speaking & Teaching

2023

**Keynote Speaker** - BOAT International Superyacht Design Festival, Cortina D'Ampezzo, Italy

2023 - Current

**Entertainment Arts / Visual Development Professor** - SVA, and Drawing America, NY

2022 - Current

**Member of Graphics & Visual Design Advisory Board** - Husson University College of Business, ME

2016 - Current

**Guest Career Speaker** - (Recurring) Art Center College of Design Pasadena, CA

- California State University Northridge, CA

- New West Charter School Los Angeles, CA

2016 - 2018

**Workshop Assistant Instructor** - Will Weston, Society of Illustrators, Animation Guild, Los Angeles, CA

2011, 2014

**Fine Art Group Shows** - The Brewery Art Colony, & Hive Gallery - Los Angeles, CA

## References

Inquire for contact info

**Paul Lasaine**

- Production Designer, Marvel Studios

**Sandra Rabins**

- Executive Vice President, Paramount Animation

**Marcelo Vignali**

- Director of Creative Development, Company 3

**Will Weston**

- Head Entertainment Professor at Drawing America